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# SOUTHERN TEXTILE BULLETIN

VOL. 35

CHARLOTTE, N. C., JANUARY 17, 1929

No. 20

## Three Essentials For Good Weaving

**The No. 17 Sliding Bar Warp Stop Motion.** It is designed to relieve the weaver of everything except drawing in and tying the broken end. It stops the loom with the shuttle in the left hand box, with harnesses level, with the crank in proper position for drawing in the thread, with bank indicated on which end is down and the yarn open where the end is broken.

**The No. 32 Midget Feeler.** It makes the minimum possible waste—less than that made by the most expert and attentive weavers on common looms. And there is no lost time for stopping the loom; without labor or attention from the weaver.

**The No. 21 Stafford Thread Cutter.** It eliminates seconds from whipped-in and trailing ends.

**Let's Talk It Over.** Our salesmen will be pleased to go into details on what these improved mechanisms will mean to you in better cloth and lower cost of production.

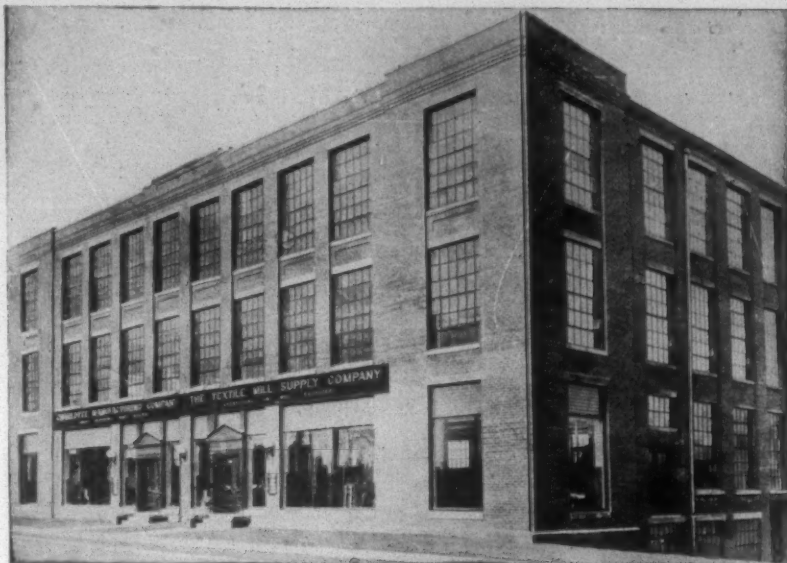
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Dame Fashion, with her unreasonable, utterly feminine changes of mind, has ruined many a textile business in the past few years. At the same time, she has brought a large measure of success to many others.

Impossible? Not at all! In this era of over-production, the textile man who can most readily adapt his mill to the sudden whims of fashion has a powerful competitive weapon.

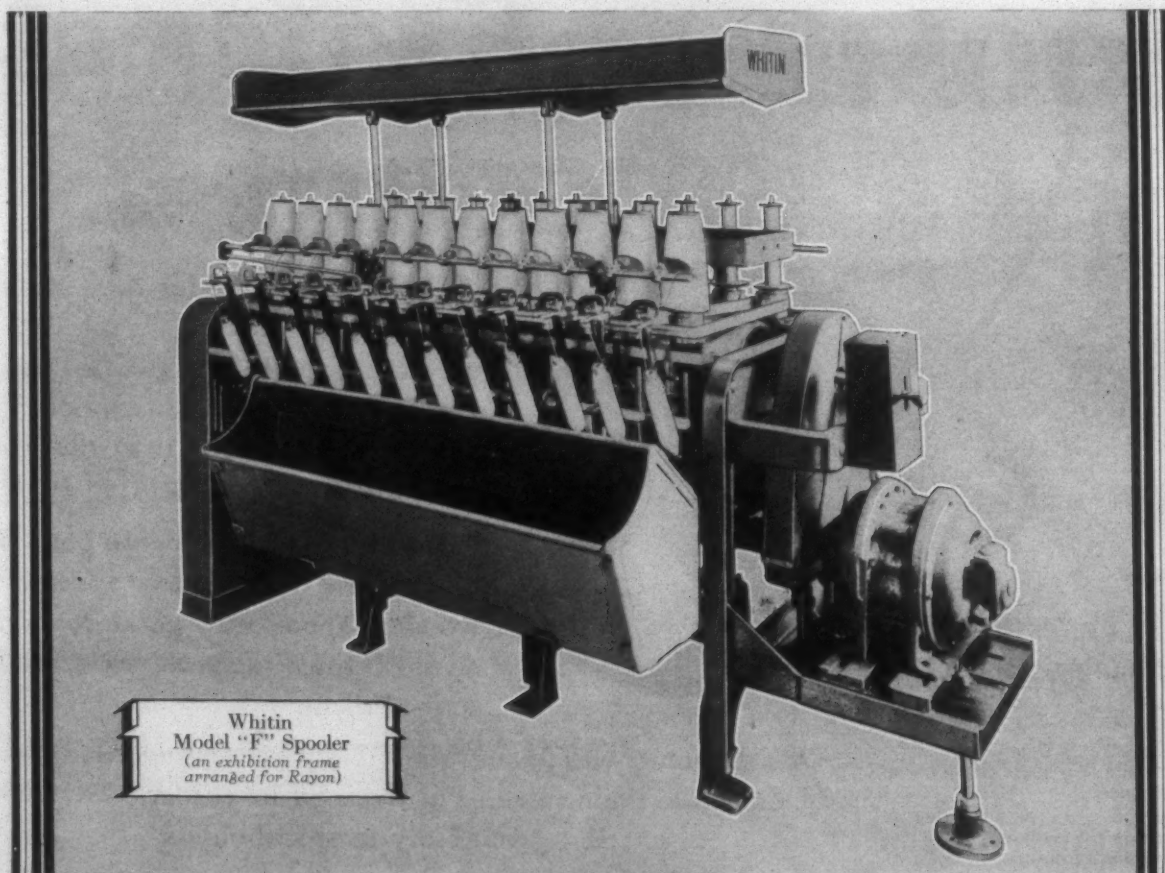
And modern, efficient machinery can do a great deal towards keeping a mill in position to quickly

**~ but alert manufacturers  
often find her an extremely  
profitable ally**

adapt itself to changing conditions. The Whitin Model "F" Even Tension Spooler, for example, is readily adaptable to changes in production.

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Write us for detailed information about the Whitin Even Tension Spooler and other modern machinery which is helping to keep cotton mills out of the red.

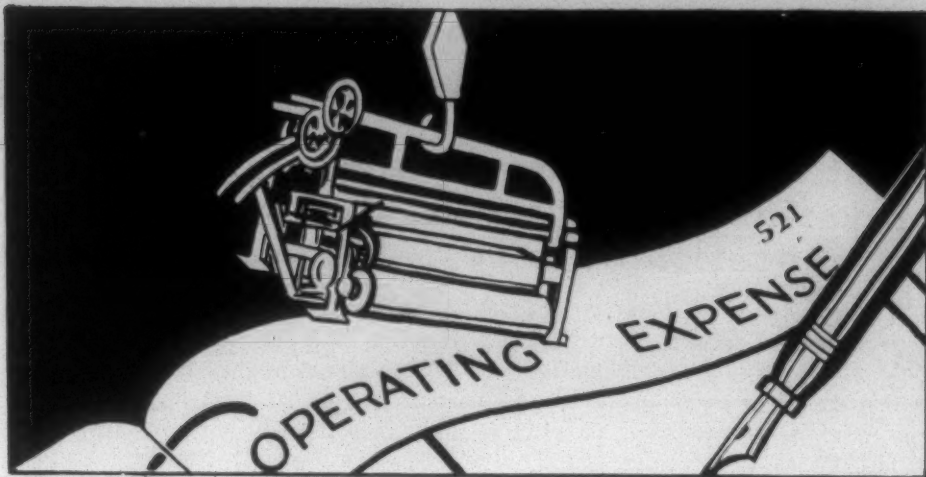


## WHITIN MACHINE WORKS

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CHARLOTTE, N. C.

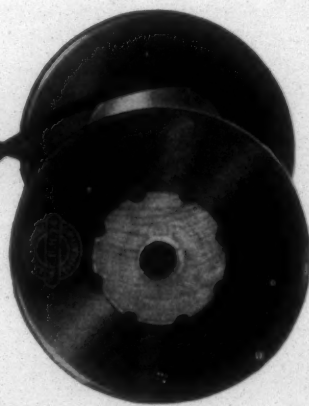
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# Do you charge LOOMS to EXPENSE Account !

## Lestershire Fibre Head Spools

Reduce direct labor costs.  
Eliminate your spool replacement expense.  
Eliminate loss of yarn due to spools (in many mills this loss runs into thousands of dollars).  
Eliminate all possibility of injury to employes from rough or splintered spools.  
Increase about 10% the yardage on your spools.  
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Materially improve the quality of your warps; and thus better the quality and increase your production generally.



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Charging spools to expense grew out of the use of wooden spools. A wooden spool was good for only a short time. *Expense* exactly described them.

It's different with Lestershires. They are lasting equipment. Don't hide their value. Put them on inventory. They help tell a profit story to stockholders.

*Do you charge off spools to expense or do you equip with ASSETS?*

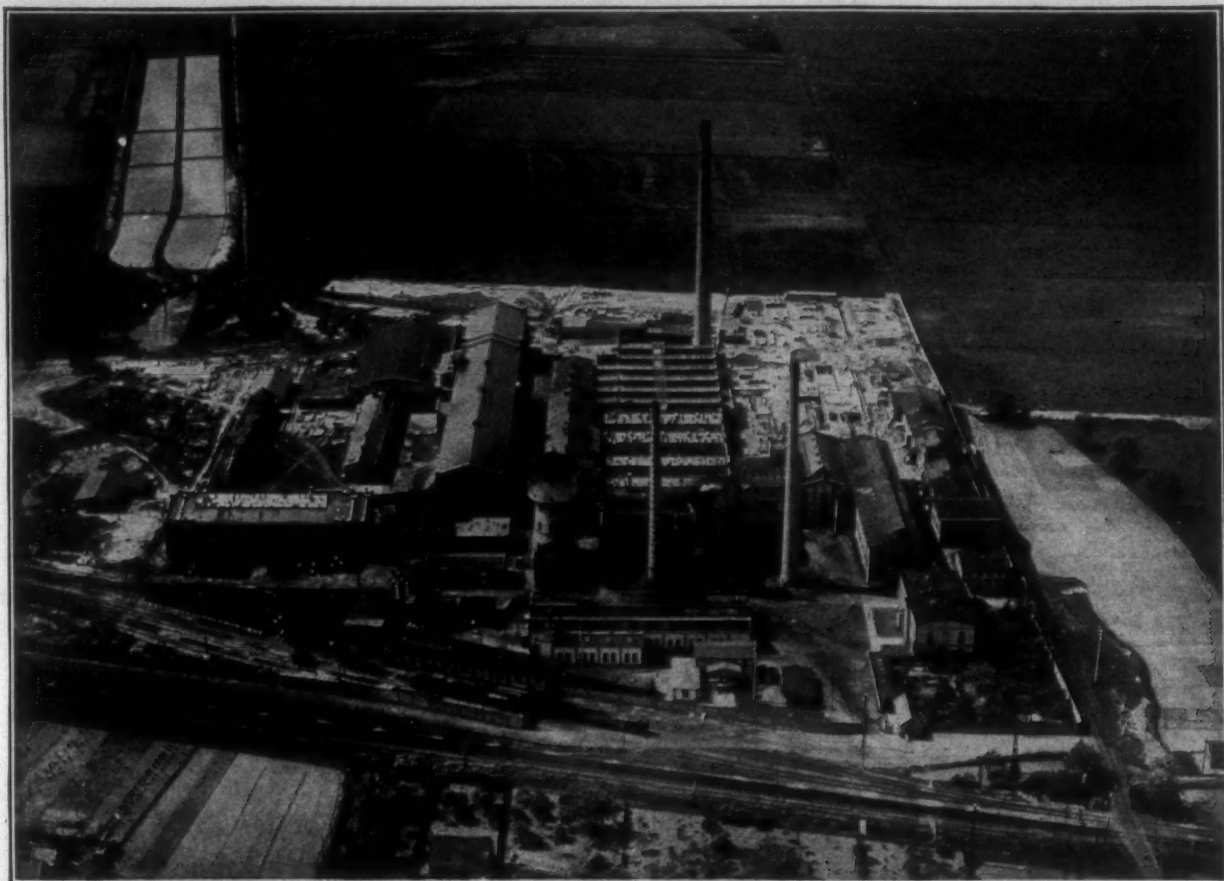
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*The Story of  
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No. 2*



**This plant at Sydowsaue, Germany, near the Baltic Sea, with a capacity of 4,000,000 lbs. a year, was the second unit in the present world wide chain of Glanzstoff Rayon factories.**





**B**EACH PAJAMAS  
 BEDSPREADS . . . .  
 DRAPERY FABRICS  
 DRESS GOODS . . . .  
*in every department  
 of textile manu-  
 facture the successes  
 of 1929 are being  
 styled of the new*  
**CROWN BRAND  
 RAYON YARNS**

BEACH pajamas *made of rayon* and sponsored by the smart world become fashion successes of international consequence . . . they are seen now at the winter resorts, will appear in increasing numbers in the summer. . . . Bedspreads with immense popular appeal, *made of rayon*, will be placed on literally hundreds of thousands of beds in American homes during the next few months. Outstanding successes of the coming season, in every department of textile manufacture, are being styled of CROWN Brand Rayon Yarns.

1929 is sure to mark important, far-reaching developments in the rayon industry. Makers of drapery fabrics, dress goods, hosiery and underwear, ready-to-wear, and household textiles, will profit greatly by this expansion and by the use of the new Crown Brand Rayon Yarns. These fine, highly specialized yarns make possible amazing, almost incredible achievements whether used alone or in combination with other fibres. Astonishing new textures! Splendid new color effects! Inspired new designs! . . .

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# SOUTHERN TEXTILE BULLETIN

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## *Hines Urges Greater Effort in Export Field*

**G**REATER concentration in developing and directing exports of cotton textiles in specific markets either through ordinary processes of joint representation or under the provisions of the Webb-Pomerene Act is suggested by Walker D. Hines, president of the Cotton-Textile Institute, Inc., in announcing the results of a special study which has just been concluded under his direction.

Concentration which Mr. Hines urges the industry to consider would strengthen the American export trade in cotton goods in five ways:

1. Eliminate unnecessary cut-price competition among our own exporters.
2. Promote more comprehensive research and planning.
3. Utilize the restricted personnel which has necessary training and experience.
4. Eliminate unnecessary cost.
5. Attract the best type of banking accommodation.

In describing the methods of combination available, Mr. Hines states:

"The Webb-Pomerene Act affords a wide choice of means of combining even to the extent of eliminating price or other competition, as far as export business is concerned. It is noteworthy that while many mill interests lament the restriction of our Anti-Trust Act on the handling of domestic business, those mills have not yet availed themselves of the opportunities afforded by the Webb-Pomerene Act to be relieved of those restrictions in handling export business.

"Whatever the form of combination employed in foreign business, the object should be to get the most efficient organization possible with the necessary export experience and specially trained personnel and with the necessary facilities for studying and adequately serving the markets selected. For these essentials, nothing can be a substitute. Combination without necessary business back-ground, experience and training can promise nothing but disappointment. In fact, one of the leading reasons for greater combination is to get the maximum use of the too restricted amount of export talent and experience now available.

"Our study indicates that we are well situated as to bank facilities and that our most experienced export interests, whose credit problems are of the most trustworthy character, have little if any company that other countries have any substantial advantages in this respect.

"The very substantial volume of our cotton textile exports demonstrates that we are in position, as to

many types of goods as well as yarns, to meet successful outside competition in various parts of the world. We are in position to do this to an increasing extent, provided our export processes are sufficiently improved.

"Highly abnormal conditions immediately following the World War led to an extraordinary volume of exports which naturally were handled under hastily formulated plans and under specially hazardous conditions. Very serious losses resulted.

"Recollections of these post-war losses seem still to have some influence both in merchandising and banking quarters. It is important to emphasize, and the most experienced exporters now fully realize, that conditions have since gradually settled down to a normal situation.

"An examination of our present methods shows a very large number of different export interests and as a result of this large number, many of them necessarily operate in a comparatively small way. Examination also shows a relatively small supply of men with a highly specialized training requisite for the most successful handling of a business so entirely different from the selling of our output at home.

"In addition to the outstanding need for greater concentration and co-operation, there needs to be increased appreciation of the points that the export business is a specialized business very different from domestic business; that time and money are required to develop it; that if undertaken it is necessary to stay with it in years of good domestic profits; and that it is worth spending, in this manner, time, money, persistence and patience in order to broaden and further stabilize the demand for the output of our great cotton textile capacity.

"The mill desiring export business should be prepared to take export orders to a pre-determined per cent of its capacity, regardless of the conditions of domestic business, as export business cannot be built up by taking orders one year and refusing them the next. Whenever a new market is to be entered a well-trained, capable man for the market should be secured and guaranteed a sufficient income so that he can live under conditions in keeping with his work and further, in order that he may build solidly for the future, develop possible future outlets rather than concentrate only on immediate orders. This man should select, train and supervise all agents and assist the importing customers.

"Owing to the small percentage of our export sales, relative to our total cotton piece goods production (approximately 6 per cent), and also to the short time in which the majority of export houses have been en-

(Continued on Page 31)

# *A Little Psychology And A Big Situation*

By W. M. McLaurine, Secretary American Cotton Manufacturers Association

**T**HE present day is the day of the thinker, the philosopher, in the industrial world. The words philosophy and science have been industrially vitalized and are integral factors in world progress.

The average business man heretofore has regarded philosophy as scholastic, academic, far removed from the industrial order, but today our great leaders are realizing that the philosophers are the great pace makers, the recorders of composite fundamentals directing human life.

Their statements may be general and, to the casual reader, vague, but to the modern industrialists they are indicators by which he can set his course.

Another factor influencing our modern life has been the call for young men to assume positions of responsibility. It has been said time and again that this is the age of the young man, and but few have stopped to think and analyze why this fact is so other than to realize that it is a strenuous age and strenuousness and youth are companions.

There seems to be a more significant reason for this being called the age of the young man, and it is the fact that older men are very reluctant to change their philosophies and young men are just constructing theirs, and in their construction they can shape them in accordance with the changes and conditions now obtaining.

Our psychologists, among the many statements that they make, include two which challenge our attention as we think through the contents of this article. First, "The evidence of intelligence is an ability always to adapt one's self to the environment in which he lives." The second statement is, "Few men learn much after forty years of age." It would, therefore, seem that these two statements added together would account for the extreme individualism and extreme conservatism of the older men and their ability to fully comprehend the rapidly changed economic and social conditions. It would also indicate the necessity for calling young men into the responsible position of life.

Every man, consciously, or unconsciously, is a composite of individual philosophies as pertain to society, to industry, to religion and to politics or government. These individual philosophies merge into a composite and form a background to motivate his thinking and acting.

These philosophies are slowing in forming. They are the final judgments in his plan of thinking or absorption through his early years. They become more deeply grooved in the cortical cells of his brain as age and experience accumulate, and when finally they become set they become very resistant to change or to obliteration. This fact does not obtain with people who keep their minds alive and alert to a broader view of life than the particular groove in which they discharge their specific vocational activities.

The exercise of the intellectual faculties has never been as agreeable to man as the exercise of the physical faculties. It is difficult to think along definite lines. More will power is required to make the mind think it is to make the body act; hence most people are willing to let other people do their thinking for them, or to make the foolish attempt to go all the way through life with the small accumulation of knowledge acquired in the early days.

I think it was Emerson who gave forth the expression that we must live to day with all our might, taking into consideration the needs of the day, and if on the morrow new conditions arise, make whatever changes are necessary to live that day well.

Samuel Foss in his "Trail of the Calf" and the followers who came down the trail portrayed the characteristics tendencies of mankind.

The early roads of North Carolina with their sinuous windings, hunting the easy spots of life, are characteristic of the old line thinking; the modern tangential roads cutting through mountain sides, filling up gorges, bridging swamps, represent the new type of thinking.

Every year demands new adjustments, and every period or cycle of life demands even more adjustments. So gradually do these needs come in various phases of our life that oft times we are unconscious of their presence, or of the demand. The tendency to follow old lines is so strong and the effort required to change is so appalling that man hesitates to change.

It has been said that caravan routes across the great desert of Africa can be traced by the bleached bones of those who have perished enroute, and so it may be said that the caravan routes of business can be traced by those who have failed in their effort to succeed because they failed to plan their journey properly.

Herbert Hoover in "Nation's Business" of January, speaking of American individualism, states this:—

"The inherited instincts of self-preservation, acquisitiveness, fear, kindness, hate, curiosity, desire for self-expression, for power, for adulation, that we carry over from a thousand generations must, for good or evil, be comprehended in a workable system embracing our accumulation of experiences and equipment. They may modify themselves with time—but in terms of generations. They differ in their urge upon different individuals. The dominant ones are selfish. But no civilization could be built or can endure solely upon the groundwork of unrestrained and unintelligent self-interest. The problem of the world is to restrain the destructive instincts while strengthening and enlarging those of altruistic character and constructive impulse — for thus we build for the future."

The barbaric idea of the "Survival of the fittest" is rapidly being displaced by a new competitive, co-operative American individualism. The over-lapping rings of individual self-interest, without any plan or pilot, are discordantly and unhappily dinning strife and discomfort to our industrial well-being. Many of our industrial systems are advancing with mob psychology motivating, and the mob never thinks, it acts. It is unamenable to reason, it is unsystematized and disorderly. An army is perhaps the best example of organization and system and definite objectivity. The cotton textile industry must represent one of these two phases of life.

Every phase of life has the same fundamentals directing it today that it had in the beginning, but the interpretation and application of these fundamentals in successful life today are vastly different from what they were in years gone by. Progress and evolution demand changes and those who would live successfully and happily must realize this.

The cotton textile industry has without a doubt arrived at that period in its progress in which attention must not be centered upon its production, but upon its distribution. So many of the mills have not realized



this, and many that have sensed the idea do not realize that it is their problem perhaps more than that of any employed or distantly removed distributing organization.

Many of the commission houses have seemingly been satisfied to offer reasons for the dull market conditions, but there is much speculation as to whether some of them have fully sensed the new situation and whether they are proceeding on right lines for a constructive solution. The distribution of commodities in all lines has changed materially and must change even more before there is to be any abiding satisfaction either to producers or distributors. Close co-operation and confidence must be employed in any plan considered or agreed upon.

Some people are inclined to think that distribution involves only the manufacturers and commission houses or selling agencies of whatever type may be employed. When the question is studied deeply other important factors enter indicating that it is not something that can be solved quickly, but will take a long period of time and much study.

Borsodi in his book "The Distribution Age" says: "Every part of our economic structure is being strained by the strenuous effort to market profitably what modern industry can produce.

"To solve this problem, we have literally nothing in the way of clear principles, and less in the way of sound practice. Every factor in distribution is a law unto itself. Every producer fashions methods of distribution suit himself, quite without regard to their effect upon distribution as a whole.

"To the man who looks beyond the immediate moment, who is concerned with the condition which will face society five, ten and fifteen years from now, it is essential that the principles involved should be clarified.

"The need for doing this is imperative

"We have a large and constantly growing body of public opinion, which insists that the cost of distribution is too high, that unnecessary distributors must be eliminated, and that more economical methods must be introduced into distribution.

"On the other side, we have the most powerful and influential manufacturers in many lines constantly developing the agencies for selling and perfecting the mediums for advertising on the theory that the solution of the problem requires more and more selling and more and more advertising."

Further on in another chapter he makes the following statements: "That distribution costs in this country, both for physical distribution and for marketing, have risen out of proportion to production costs;

"2. That high freight rates and cross hauling and unnecessary transportation are principally responsible for the rise in the cost of physical distribution;

"3. That one of the most important factors in causing the rise in the cost of marketing, as distinguished from the rise in the cost of physical distribution, is 'high pressure' selling, 'high pressure' advertising, 'high pressure' marketing generally;

"4. That manufacturers engaged in mass production and mass selling have been the active factors in the development of extravagant marketing and unnecessary transportation—that they are responsible for the breaking down of that skillful and skeptical buying by retailers and consumers which tends to raise standards and to lower costs."

By way of intensifying the statements that production costs are less today than fifty years ago, and distribu-

tion costs more, he has the following to say in reference to the increased cost of distribution: "In 1870 the, primary power used exclusively in manufacturing was 2,346,142 horsepower. By 1920 it has risen to 29,504,792 horsepower. In fifty years it increased more than one thousand per cent in total horsepower. At the same time the quantity of goods which could be produced for each horsepower used in driving machinery was increased almost beyond measure.

"The capital invested in manufactures in 1870 was \$1,694,567,015. By 1920 this had increased to \$44,466,593,771. No allowance has been made in these figures for the decrease in the purchasing power of the dollar. For one reason, because the dollar invested in 1920 bought proportionately more productive machinery and erected proportionately more efficient factories.

"The purchasing power of 1870 may have been twice as great as the purchasing power of 1920 dollars, but the factories erected with 1920 dollars are capable of producing much more than twice as much as factories which the 1870 dollars erected.

"During this same fifty years, the population increased only from 38,588,371 to 105,710,620.

"Using the year 1870 as a base, the population has grown 174 per cent, horsepower has grown 1158 per cent.

"In other words, each customer today has to consume the products of 2791 horsepower, as compared with .0608 in 1870, or four and one-half times as much as the consumer of fifty years ago. Actually, he has to consume much more than four and one-half times as much, because of the enormously greater output of each horsepower used in production today.

"But he must not only buy more than four and one-half times as much in goods. He must pay proportionately a higher price for interest and dividends on the capital being used by the manufacturers. Horsepower increased four and one-half times, but capital invested increased in the same period over twenty-six times. The prices paid by consumers today must, therefore, include interest and dividends upon over twenty-six times the capital used by manufacturers fifty years ago."

Shibley in his "New Way to Net Profits" says "Under previous systems of administration business men thought in terms of raw materials converted into merchandise, sold and distributed to possible consumers whose taste, buying habits, location and ability to purchase were more or less unknown. In other words, the thought, originating in production, flowed towards sales, markets being secondary consideration. The present system contemplates a business balanced and controlled by a carefully formulated plan which is based upon consumer demand. Its advocates state boldly that the true measures of industry in these present times are consumer purchasing capacity and consumer demand, not raw material supply or productive capacity."

In discussing efforts of manufacturers to relieve competitive conditions and stimulate markets, he states further: "Mass production, the maximum of output at the minimum of cost, which looked so fine when these good people were building their mills and equipping them with the latest developments in labor-saving machinery did not appear so wonderful when consumer markets became saturated and satiated. They beheld with consternation that mass production had been transformed into a Frankenstein monster which threat-

(Continued on Page 36)

# Mergers Feature of 1928 Business

By F. M. Feiker

Managing Director, The Associated Business Papers, Inc.  
**M**ERGERS and consolidations characterized American business throughout 1928 and may be expected to continue to do so during 1929. This is the opinion of 149 editors of business papers in the fields of production, merchandising, and the service functions as reported for third semi-annual survey of business conditions undertaken jointly The Associated Business Papers and the National Conference of Business Paper Editors.

It is the consensus of these editors, reporting individually for the industry or field with which their papers deal, that business for 1928 was not startling nor do they anticipate that 1929 will see much change. It was, with few exceptions, neither above the average of 1927 nor below it. On the other hand these editors hold that during 1928 there was less actual unemployment and a nearer approach to balancing a production and consumption than is generally recognized.

Where in former years mergers were chiefly for re-financing purposes, these business paper editors consider that the mergers of the past year and those contemplated for consummation during the present year have been undertaken rather as a means to find the way out of the difficulty of growing sales cost, ruinous competition and necessary research development both as to products and markets. In some cases there mergers have taken the form of consolidations of productive groups to provide domination of the particular field. In others they have marked the co-ordination of production and merchandising even to the ultimate consumer.

Editor after editor records mergers, big and little, within his field. Outstanding happenings of this sort are reported from the automotive industries, the chemical industries, the mining industries—except the coal field—and the furniture industries. The trend in these consolidations seems to have been an attempt not so much to reduce cost of manufacture as to provide unduplicated sales and distribution machinery so as to reduce gross cost of manufacturing and sales and to increase net profits. It is expected that the present year will see important mergers of automobile tire manufacturers, new combinations in the iron and steel industry for reduction of operating cost, and others in the textile industries for the purpose of decreasing operating and distributing costs.

A trend for consolidation among equipment manufacturers is also noted and in such service fields as the operation of motor buses, the hotel held and the hospital field—both in the big cities and the smaller urban communities.

In the merchandising fields there has been an outstanding merger of department stores and at the same time chain stores have given color to development in the consolidation of retail outlets. Nineteen hundred and twenty-eight marked the entrance of the chain store idea into fields of general merchandising outside of food supplies. Significant events in this respect are noted in the advent of local retail establishments owned and operated by the great mail order houses. Chain stores are reported by the furniture publications to be sharply increasing, particularly in the Middle West and South. Canadian editors report a rapid movement to chain stores, particularly in the hardware, grocery, baking and dry goods fields. On the other hand the chain store movement has not seemed to have increased in the boot and shoe trade. One observer states that

the limit for chain store development seems to be that, of the total retail sales of any community, not more than 40 per cent can be done upon the cash basis required by chain store operation. That is, that the American consumer will not pay cash for more than 40 per cent of his total purchases.

In the hunt to find ways to reduce selling costs and increase the margin of profit there appears to be, both in mergers and chain store merchandising, a development of staff organization so as to take advantage of the economic values of management under consolidated control.

American industry is continuing to shift its location of plants to new areas which offer opportunities for more economic operation. This is particularly true of the chemical industry which has established important new plants in Virginia, West Virginia, Georgia and Alabama. The textile industry is continuing to shift its mills to the South, but this is less marked than in recent years. Specialty textile mills are now the ones moving Southward, while at the same time there is a distinct trend of silk mills toward New England. The furniture factories are showing a trend toward the Southwest and restaurants are moving away from congested shopping centers to neighborhood and wayside locations.

In the field of transportation, the railroads are reported to be operating at a high degree of efficiency, making hand to mouth buying equally as effective as during 1927. Three new trends, however, have made themselves felt in the transportation of merchandise. These are the growing use of motor trucks for short haul operations, the use of inland waterways with specially designed cargo carriers and the advent of air transportation as a distinct industry which gives great promise of commercial application.

In the field of construction, 1928 again marked a new high year. The total volume of construction contracts for the United States being 13 per cent higher for 1928 than for 1927. This gain was particularly noticeable in buildings, highways, waterworks, and federal government projects. At the same time, residential building increased about 7 per cent. Construction of new chemical plants on a large scale was an outstanding feature of industrial building for 1928. The total of all construction for the first 49 weeks of the past year were \$6,395,424,900, as against \$6,083,557,500.

The number of employees in various industries the country over is reported to be slightly above that of 1927. In the automotive industries employment pay-rolls of 1928 marked a high peak and this is expected to continue throughout 1929. Likewise those thrown out of employment by more efficient machinery were immediately absorbed for the production of additional units. In the furniture fields new workers were added from the metal craft shops for the making of metal furniture. Employment in the textile industries increased through 1928 and is expected to show a further increase during 1929. The machine tool manufacturers not only increased their number of employees but report a scarcity of skilled toolmakers and machinists. In the hotel and restaurant fields the number of employees went up 10 per cent, with many young men and women attracted to this employment by the general expansion of these twin service industries. The advent of more women as waitresses, sales girls and workers



in the preparation of foods is considered significant of the effects of restricted immigration.

In coal mining the total number of men employed has decreased and the outlook for 1929 is for further reduction of total number of workers, but distinctly better annual earnings for those employed. Likewise there has been a decrease in the number of employees in the petroleum industries due to a slight curtailment of production and more particularly to increasing use of automatic machinery throughout the various branches of the industry.

The advance of electrification and further mechanization of industry is reported by editors of all of the publications in the production fields and also by those whose papers concern themselves with the making and distribution of agricultural machinery. Farmers are reported to be turning to the use of tractor power wherever possible as a means of reducing the cost of crops and making possible the operation of larger farm units and more powerful farm machinery.

The meat packing industry is reported to have a volume of trade for 1928 about equal to that of 1927 and profits are expected to be considerably better than in 1927. At the same time the methods of distribution of this industry have undergone distinct changes, due to the entrance of the chain store movement in the meat field and there has been a strong trend toward modern packaging of meat foods.

The makers of automobile tires, while they had a 12 per cent increase in the number of tires sold during 1928, have concluded the year with practically no profits, due to the sharp drop in crude rubber prices, which forced them to take an inventory loss of over \$1,000,000,000 on crude supplies and finished products. At the same time this industry starts 1929 with over 20 per cent of the year's market of 75,000,000,000 tires already manufactured. During the past year there was a revolutionary change in tire marketing. The shift was from the old style automobile tire selling by small dealers, battery shops, filling stations and the like to "drive-in superservice stations." The manufacturers have encouraged this shift and jobbers are reported to be rapidly ceasing to function.

In the steel industry after some years of profitless selling, 1928 found the best minds of the industry bent on making their selling as intelligent as their manufacturing. The result of this was that in no year has competition in the steel selling been so enlightened and also none has shown such gain in market soundness. More headway in voluntary price stabilization can be looked for in 1929 and producers will make early plans for co-operative research to develop new outlets for their product, and to acquaint the public thoroughly with its values in new and old uses.

Throughout industry both in production and distribution, 1928 has seen distinct steps forward in trade co-operation for research, for scientific establishment of economic principles of management, for new uses of old products and for the finding of additional fringe, as well as new, markets for commodities both at home and in the foreign trade fields.

### Lays Cotton Status To Style Emphasis

Boston, Mass.—"Styling and designing with the aid of women in the industry have aided materially in returning cotton to prominence in the world of fashion," declared Lincoln Baylies, president of the National

Association, in an address before the Androscoggin Valley Mill Men's Association at Lewiston, Me.

"Women are playing a more important role than ever before in the textile industry because of the greater attention being paid by manufacturers to fashion trends, to the type of fabrics which will be in the mode, which will be best adapted to the styles approved of by American women," he continued.

"Cotton has a golden opportunity for the coming season, our style advisers declare. Last year it was given a sort of dress rehearsal by several Fifth avenue shops. For the first time it was sold on a basis of style and not price.

### Beaux Arts Costumes

"There is a great deal of cotton going into costumes for the Beaux Arts Ball, which is one of the big events of the New York social world. Fresh crisp muslins are excellent for the directoire frocks and also "India" cotton that was so popular for shawls and coats.

"The retail stores in New York have all advertised cotton for the Palm Beach trade. Magazines in the higher price variety are catering to people whose tastes usually require rather comfortable incomes, displaying advertisements of dainty new fabrics in gingham.

"The present mode accents a dull finish in all fabrics, which is a distinct advantage for cotton. Fabrics especially mentioned for Palm Beach are ginghams, pique, garbadine, novelty printed cotton for cots, scarfs and belts and velveteen for coats.

The outstanding features of cotton fabrics which promise to have an increased vogue for the 1929 summer season are marked distinction between the weaves for sportswear and those for afternoon and evening use, with a corresponding difference in colors and patterns. Fabrics for sportswear are heavy and closely woven; those for afternoon and evening are sheer, more filmy and airy than ever before in the history of the industry.

### Use of Special Ensemble

"A kitchenette homemaker wants a special ensemble to wear on Sunday morning and holidays rather than a negligee with its loose and cumbersome sleeves. The average business girl is adverse to negligees. She is accustomed to working in trim clothing. The business woman of today does a great deal to influence style.

The ensemble, as all fashion notes tell us, is here to stay.

"It is made in silk, wool and cotton. It is now being used in a new way, that is, the harmonizing or contrasting ensemble, not the matching one. Our style advisers emphasize that the ensemble must be blended or contrasted correctly, for when it is badly done it looks like a jumble.

"For spring the style advisers predict a greater use of the ensemble and greater ingenuity of combinations, color and fabric. They also predict the greater use of the three or four piece suit, for this type of garment has grown to be a necessity, and it is not considered a luxury nowadays.

"New dresses seem to indicate that waistlines are coming back to the normal line. Fullness in the back of the skirts and a generous number of pleats are also noted.

"The fashion notes also include that belts, boleros, ties on skirts as being much in the mode. Colors are being used in combination on the same garment, not necessarily matching nor contrasting.

# The Shrinkage of Cotton Cloth \*

By H. D. Clayton, Cluett, Peabody & Co.

THE subject of "Shrinkage of Cotton Cloth" has always been an important one for manufacturers of wearing apparel, such as the manufacturers of underwear, shirts and collars. In using the term "shrinkage" we are using the commonly accepted definition, that is, an apparent loss in dimension either lengthwise or widthwise.

Considerable study has been given this problem, particularly by shirt and collar manufacturers, but apparently very little consideration has been paid to it by mills or textile finishing plants. It has been the practice of manufacturers to accept materials finished as supplied to them and to make an allowance for shrinkage, such allowance being determined by an ordinary washing test to which the garments made from such fabric would naturally be subjected. After this wash shrinkage had been determined the patterns were made, oversize, so that when the garment was washed for the first time in a laundry or at home it would shrink to approximately the correct size.

The common practice of the finishing plant of finishing cloth with a gain of 3 per cent or more, had made it necessary for the manufacturer to make a larger allowance than he would have done if there had been no gain in yardage.

In the manufacture of collars, both starched and soft, the amount of shrinkage of the cloths used is determined by washing tests and the proper allowance for shrinkage made. Originally it was the practice to make up collars of three or more piles of different materials, using on the front of the collar a long cloth, counting approximately 96 by 100 and approximating 4.5 yards to the pound finished; with a heavy interlining of coarse construction, 3.75 yards to the pound, more or less, with a back cloth approximately the same as the front and counting 80 square or 72 by 76.

These cloths, as finished, would all shrink differently in a washing test and it was, therefore, necessary to give the fabric a preliminary shrinkage to bring the cloth down to a more or less uniform basis.

To illustrate: The 96 by 100 when washed in a regular collar wash would shrink approximately 2 to 2½ inches to the yard. The 375 interlining material might shrink as much as 2¾ to 3 inches to the yard. The 80-80 or 72-76 cloth, used for the back, would shrink from 2 inches to 2¾ inches, or more per yard.

## Variations in Shrinkage

It was found that cloths of the same construction, bleached and finished in different mills, would not necessarily have the same shrinkage co-efficient and therefore it was difficult to make proper allowance for shrinkage so that when a collar had been laundered it would be free from welts and wrinkles and would maintain the shape to which it was originally designed. The difficulties led to the adoption of a shrinking method which is used by most collar manufacturers.

The method consists in taking the cloth as finished by the finishing plant and soaking it in water and then drying by any of the ordinary drying methods. Some manufacturers have resorted to the centrifugal extractor to extract the major portion of water from the cloth so that the amount of water to be evaporated by steam drying would be cut down to a minimum. Others

have used hydraulic presses for pressing out the excess of water and still others have used the easiest and most common method of simply lifting the cloth from the soaking tub and without attempting to remove any of the moisture, drying it in a loop drier or over dry cans.

A great many experiments have been tried to find out the best conditions of temperature, length of time, etc., to obtain uniform results and from the results of these experiments it has been quite definitely determined that the essential thing is to see that the cloth is thoroughly impregnated with the water and that all of the air in and between the fibers and threads has been displaced.

The length of time of soaking, in order to accomplish this result, varies with the kind of material used and especially with the manner in which the cloth has been dressed and finished. The time of soaking can be shortened by the use of hot water but in the case of cloth which is more or less heavily sized, hot water is objectionable for the reason that it is more apt to disturb the physical condition of the sizing and remove a considerable portion of it. For certain types of manufacture it is highly desirable that stiff or moderately stiff cloth be used. In the collar industry, for instance, cloth which has an appreciable amount of sizing can be wrinkling and with less opportunity for distortion of shape.

This shrinking method which I have just described, namely, soaking of cloth in water without agitation, does not produce a complete shrinkage but it does have a tendency to reduce the shrinkage of cloth of different construction so that when they are sewed together and are laundered in their final manufactured product a more uniform shrinkage takes place in the various plies and an article such as a collar can be manufactured with less difficulty and with much more perfection as to detail.

From the standpoint of the shirt salesman and the shirt buyers it has always seemed advisable to maintain the original finish which has been put onto the cloth by the finishing plant. Retail salesmen, shirt purchasers (shirt wearers) insist that when the purchase a new shirt they value very highly the fine lustrous appearance of the new article, even though in subsequent relaundering and wearings the original luster is more or less entirely removed.

It is claimed by people who sell such merchandise that a customer is willing to wear a garment which is much too large for him when new in order that his vanity may be appeased by the fine appearance of the new article for a few days' wear, even though that fine appearance is sacrificed for 95 per cent of the life of the garment.

At the present time, however, there appears to be an insistent demand by the buying public for articles which do not shrink. I have no doubt that this feeling has been, if not promoted, aided by our friends in the laundry industry and by the fact that about 80 per cent of all shirts manufactured today have collars attached, and a consideration is being given to the subject of producing fabrics which will have all of the sheen and luster to which the shirt wearer has been accustomed and also the added feature of non-shrinkability.

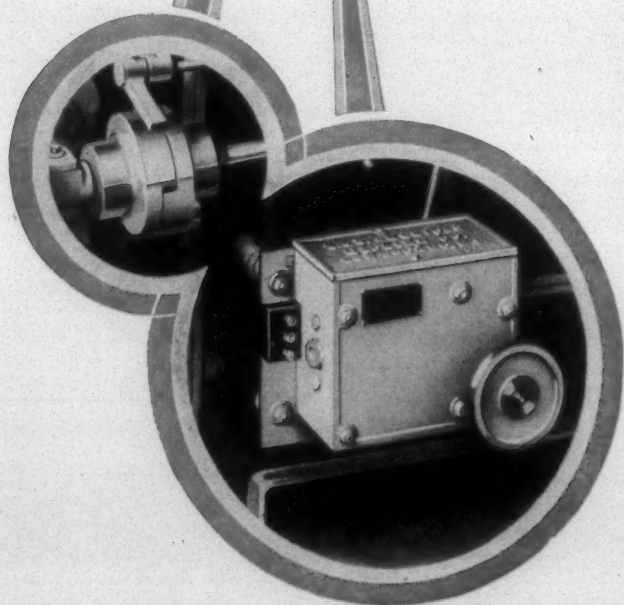
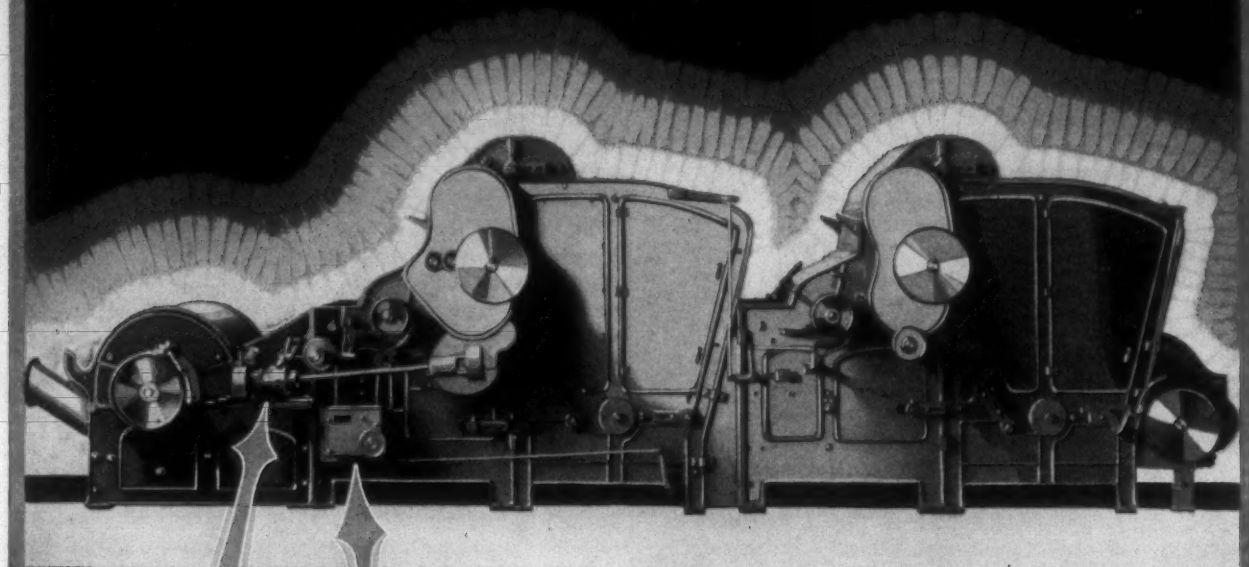
I believe that the average shirt wearer, in thinking

(Continued on Page 36)

\*Address before American Association of Textile Chemists and Colorists.



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## Plated and Floating Stitches in Knitting

IF two yarns are fed to the needles of a knitting machine together through the same guide, an intermingled effect is produced as the threads reverse positions at random. For the purpose of plating they must be fed through separate guides, and to be controlled as far as possible until loops are formed and intermeshed. The leading guide carries the face yarn, and the following guide feeds its thread so that it gets between the face yarn and the head of the needle. The yarn that is the nearer to the needle-head goes, not necessarily to the back of the fabric, but the back of the loop formed by that needle. When three threads are used for plating—an uncommon occurrence at the present time,—the middle yarn is sandwiched between the other two, and shows neither at the front nor at the back of the fabric, whatever the nature of the stitch may be.

In plain plating with two threads each loop is double, and the structure of the fabric is perfectly regular. No hard-and-fast rules can be laid down with regard to how the tensions should be adjusted but it is found that when an artificial or real silk yarn is used for covering a yarn of similar or different nature, the best results are obtained by applying a considerable amount of tension to the coverer and allowing the thread that is required to be covered to run-in to the needles with relative freedom.

For the "point heel" in seamless hose it is generally desired that the splicing thread shall be covered by the main leg yarn, and hence the former requires as little tension as possible applied to it. This presents a difficulty when the splicing is introduced by the aid of oscillating feeder mechanism, as the development of regular taper lines necessitates effective control of the thread. Maximum and minimum tension are required at one and the same time, and a compromise has to be effected. The use of needle-selecting mechanism in place of the oscillating feeder attachment overcomes the difficulty, as the thread can then be tensioned solely to suit the requirements of plating.

The statement made above, that in plating one thread is placed nearer the needle-head than the other, holds good, irrespective of the position of the needle. Thus, when two sets of needles are used for rib work, the same result is obtained whether they are placed at right-angles to each other, as on circular and flat knitting machines, or in the same plane as on automatic rib-knitting machines and pearl-stitch machines. As the back of a rib loop is at the front of the fabric, rib stitches show the normally hidden yarn; but plain and rib loops being in two separate planes, and the vertical lines of loops in each plane having a tendency to close up towards each other, this yarn may not show unless the fabric is stretched.

The objects of ordinary plating in plain and rib stitch are to cheapen products without adversely affecting their superficial appearance, and to combine attractiveness with utility. The latter object is served in hose and underwear by plating artificial silk over wool or cotton, thereby giving the wearer the benefit of the warmth and softness of wool or the durability of cotton in a garment possessing the pleasing appearance of silk. Within limits the counts of yarns used for plating can be varied so as to allow fabric of given weight to be produced at a fixed price, in spite of fluctuations in yarn costs.

In addition, the principle of plating can be applied

as a means of developing designs in any one of the following ways:—

(A) On a plain stitch basis, with one set of needles—  
(.) By plating and floating. (2.) By reverse plating.  
(3.) By sectional plating (a) with weft threads superimposed on a weft ground; (b) with warp threads superimposed on a weft ground.

(B) On a rib-stitch basis, with two sets of needles (or their equivalent, double-headed needles)—(1.) By cross-plating. (2.) By plating, loop transferring, and needle manipulation.

"Plating and floating" is an alternative to "knitting and floating," having an advantage in that it facilitates designing on machines possessing only a single feeder, such as those employed in the manufacture of seamless hosiery. Needles are selected to decide whether they shall take one thread or both. Needles that take both threads show the one that is fed first in the usual way, but the remaining needles, not taking this thread, show the other. The face thread lies straight behind those needles which do not knit it in.

Plating and floating constitute one of the commonest means of design development in seamless hose and halfhose, but designs must of necessity be of a skeleton nature on account of the floating threads, which should not extend over more than six wales.

### Lace or Fish-net Effect

Recently, plating and floating has been exploited to open stitch, odd needles are selected to take both threads for, say, two courses: the following course is produced a novel lace or fish-net effect. To obtain the knitted by plating on all needles, then even needles are selected to take both threads for two courses, and finally another course is made with all the needles taking both threads. The cycle of movements is then repeated. The number of courses knitted between the changes is subject to slight variation, but the secret of the open stitch lies in the selection of every other needle, though choice of yarns and tensions applied affects results to some extent.

Reverse plating eliminates floating threads, and therefore allows bolder patterns to be made. Where the normal face yarn is not required to show, it is knitted-in behind the ground thread, the relative positions of the two threads being reversed by means either of special needles or sinkers, or manipulation of thread-guides. With this method, unless the threads are equally capable of covering each other, definition of pattern will be less good than that obtained by plating and floating.

Sectional plating weft on weft is done on straight-bar knitting machines, with selecting mechanism to decide the traverse of the face threads, which are superimposed on a solid ground. Existing machines possess up to four carrier-rods, attached to each of which are guides, one to a group of needles. The guides in their rest position are at the back of the needles, and lay their threads by passing between the needles, traversing sideways, and then between the needles again, before the main guide is taken across. They have a collective swinging movement, but each carrier-rod is under independent control as regards its sideways movement. Hence, with only two carrier-rods, such as the simpler types of embroidery machines possess, one set of guides can be employed to develop patterned diamonds, while

(Continued on Page 34)



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# PRACTICAL DISCUSSIONS BY PRACTICAL MEN

## Loom Batteries Per Operative

Editor:

How many batteries is it possible for a battery operative to keep replenished with looms running at 155 picks per minute, and the bobbins last 9 minutes each to run out.

EFFICIENCY.

### Answer to W. T. K.

Editor:

One of your readers wants to know of a general rule for threading batteries. The rule is not to thread the end from the bobbin straight across from the bobbin holder to the notched circle. Always thread the end on the notched circle one notch ahead of straight across.

THREADER.

### Answer to Mechanic

Editor:

Mechanic wants to know if it is right to have the oil guards which are placed over the harness cams fastened to the loom, by being clamped to the loom back bar between the treddle supporting irons.

I should say no; as this is not right—because this throws the treddles forward, and interferes with the proper actuating of the harnesses up and down. It is not so much that it makes some difference with the timing of the harnesses, as it does of yanking or of jerking the harnesses, also at the wrong time.

CHARLESTON.

### Variation in Card Sliver

Editor:

How much variation should we have in card sliver, or rather what is considered standard or usual. We have recently been having considerable more variation than we think we should. We set our cards just as nearly like as we possible can. The laps are also made as uniform as possible. What causes the unusual amount of variation we have had in recent weeks.

CARDER.

### Keeping Bobbins in Alignment

Editor:

We have been having trouble in keeping our bobbins lined up in the shuttle. As a result, we have too much trouble with broken filling. As close examination, we are unable to find any cause for this trouble. Can some one help us out?

BOBBIN.

### One Grain of Cotton

Editor:

I have heard that a mill can loose over \$100 per day when the yarn weighs 1 grain too heavy. I would like to have this explained.

COST.

"Cost" has raised an interesting question in connection with cotton manufacturing. He wants to have explained to him how it is that when yarn is one grain

too heavy, it may cause a mill to loose over \$100 per day. Let us suppose by way of illustration, that a mill is turning off 50,000 pounds of product per week, which is made from 30s yarn and worth 50c per pound.

No. 30s yarn will weigh 33 33-100 grains per skein of 120 yards. If this yarn is spun 34 33-100 grains or one grain too heavy, it will equal 3 per cent increase in weight. 3 per cent of 50,000 pounds is 1500 pounds and at 50c per pound, this will be \$750 worth of goods given away free of charge and which amounts to much over \$100 per day.

X. X. X.

### End Breakage on Back Harness

Editor:

I want some weaver to tell me what causes more ends to break on back harness than on front harness on single bank stop motion on 68 x 72 goods.

S. BILL.

### Shuttle Points

Editor:

As it is the shuttle points which wear out the leather pickers, why not have the shuttle points not quite so sharp and have more of an oval point, to prevent excessive wearing of the leather pickers?

MFR.

### How to Tell Uneven Roving

Editor:

What is the best way to tell uneven roving and how much it is uneven?

P. D. M.

The best way is to have in use a revolving black board winder. These boards are usually about 18 inches long by 9 inches wide. On one of these boards, wind a layer of any roving to be tested, way across the face of the board. Be sure not to stretch the roving. Also the roving should not be pulled off of either end of the bobbin. When this is done, it disturbs the twist. If pulled off of one end, it adds more twist, and if pulled off of the opposite end, it decreases the twist.

After the board is filed with a roving layer, stand it up in a good light and step back about 8 to 10 feet from the board. Now observe it from this distance very carefully. The general unevenness of the roving will show up very evidently, if present, by the various cloudy effects against the board. Also the thick and thin places may be counted in each individual end if desired. Another way is to take 10 inches of roving and place it into a twist counting machine. Proceed to twist it as hard as it will stand, and this will also reveal some of the thick and thin places.

TESTOR.

### Broom-Lyle Bobbin Former

Patents rights to the "Broom-Lyle Bobbin Former" have recently been acquired by the Mill Devices Company, of Gastonia, it has been announced by A. B. Carter, treasurer and manager. The device has been carefully tested by his company, Mr. Carter stated and



is now being used by a number of important Southern mills.

The following description of the bobbin former and the claims made for it are given by Mr. Carter:

"It will put 15 to 30 per cent more yarn on filling or filling wind warp bobbins, than has ever been done before. Mill men have worked hard for the past 15 years to make larger packages throughout the mill. By putting additional yarn on the spinning bobbins it cuts down the number of doffers needed to doff the frames. (2) It saves time for weavers where they will fill their own batteries or cut out some of the battery fillers, where they are used on the multiple loom system, which is now so popular. (3) It decreases seconds, as every time a bobbin is changed in the loom it leaves open the chance of bad work which is reduced by having more yarn on the quill. (4) A weaver can run more looms on account of the stops being reduced. When the former is used on filling wind warp it reduces the number of hands needed for spooling or winding. (5) Reduces the number of gouts in the warp yarn, thereby increasing weave room production and cutting down costs of spooling and doffing and generally increases quality of yarn."

"The bobbin former absolutely prevents sluffing off of yarn when the stroke is shortened. It builds the bottom of the bobbin full and fills the shuttle evenly from bottom to top, without crowding it against the sides of the shuttle in any place. The former has instantly appealed to a number of superintendents of the largest mills in the entire South on account of its simplicity. Any section man or even the lowest paid help in the room can be held accountable for even bobbins at all times, as the adjustment is as simple as shortening or lengthening the stroke on a frame. Another appealing feature is that every part (only four parts to entire former) is constructed and arranged so that they will outlive the frame to which it is attached. There are absolutely no parts to replace."

### Textile Chemists to Meet in Greensboro

The Piedmont Section of the American Association of Textile Chemists and Colorists will hold a quarterly meeting in Greensboro, N. C., in the Hylmore Dining Room, Jefferson-Standard Life Building on Saturday evening, January 19th, 1929. Dinner will be served at 6:30 p. m.

Dr. W. W. Bray, director of research for the Proctor and Gamble Company will speak upon "Soap and its uses in the Textile Industry." Prof. A. H. Grimshaw of North Carolina State College will speak upon "Starches."

Thomas A. Marlowe, Southern manager of Sonneborn & Sons Company, will lead the discussion upon Dr. Bray's paper. Cameron McRae, Southern manager of the Arabol Manufacturing Company, and Fred G. Lapiana, chemist for Stein, Hall & Co., will lead the discussion upon Prof. Grimshaw's paper.

Harold M. Chase, chief chemist and superintendent of the Riverside and Dan River Cotton Mills will lead a discussion upon "Dyeing in Closed Machines," and Mr. McGinty of the knitting department, Wiscasset Mills, has been requested to lead a discussion upon hosiery dyeing and finishing.

The officers of the Piedmont Section, Prof. Cnas. E. Mullin, chairman; T. J. Nuckolls, secretary; J. L. Christ, vice-chairman, and D. C. Newman, treasurer, extend a cordial invitation to everyone in the textile and related industries to attend this meeting.



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## PERSONAL NEWS

W. R. Eastridge is now assistant superintendent of the Winfield (Ala) plant of the Alabama Mills Company.

Alonzo R. Gossett has resigned as overseer of weaving at the Aragon-Baldwin Mills, Whitmire, S. C.

O. D. Boyd has been promoted to superintendent of the Valley Falls (S. C.) plant of the Martel Mills.

F. S. Kirby has resigned as overseer weaving at the Anchor Duck Mills, Rome, Ga.

G. W. Curry, of Greenville, S. C., is now second hand in weaving at the Chesnee Mills, Chesnee, S. C.

J. P. McGraw is now overseer of weaving at the Winfield plant of the Alabama Mills Company, Winfield, Ala.

J. L. Moore has become overseer of carding, spinning and spooling at the Winfield plant of the Alabama Mills Company, Winfield, Ala.

A. R. Meeks, formerly of Alexander City, Ala., is now superintendent of the Clanton plant of the Alabama Mills Company, Clanton, Ala.

J. L. Brannon has been appointed superintendent of the Fayette and Winfield plants of the Alabama Mills Company, Fayette and Winfield, Ala.

Sam Britt has been promoted from overseer to superintendent of the Cape Fear Cotton Mills, Fayetteville, N. C.

Kelly Quick has become overseer of one of the departments at the Cape Fear Cotton Mills Fayetteville, N. C.

G. M. Nelson has been promoted from section hand to second hand in carding at the Southern Brighton Mills, Shannon, Ga.

Marshall Sanders, of Newry, S. C., has become night overseer of carding at the Oconee Mills, Westminster, S. C.

F. C. Spence, of Arkansas, has accepted the position of overseer of weaving at the Anchor Duck Mills, Rome, Ga.

W. Y. Harrison has returned to his former position as salesman for the Spartan Sizing Compound Company, Spartanburg, S. C.

D. W. League, of Greenville, S. C., has become overseer of weaving at the Chesnee Mills Company, Chesnee, S. C.

G. W. Williams, formerly of Greenville, S. C., has become overseer of carding at the Chesnee Mills, Chesnee, S. C.

C. C. Justice has been promoted to second hand in No. 3 carding at the Gaffney Manufacturing Company, Gaffney, S. C.

E. A. Hill, who recently resigned as superintendent of the Stark Mills, Tucapau, S. C., has been appointed general superintendent of the Phoenix Mills, Kings Mountain, N. C.



## PERSONAL NEWS

Robert F. Dellinger, Gastonia, N. C., has become superintendent of the Lockmore Cotton Mill's, York, S. C.

James Forshee has been appointed cashier of the Clanton plant of the Alabama Mills Company, Clanton, Ala.

Julian Butler has resigned his position as superintendent of the Cape Fear Cotton Mills, Fayetteville, N. C.

E. W. Hopper, for the past five years superintendent of the Lockmore Cotton Mills, York, S. C., has resigned to accept a similar position with the Neely-Travara Cotton Mills of the same place.

M. B. Pratt, Belamore Corp.; Arthur A. Murphy, sales manager of Industrial Rayon Corp., and Arthur L. Erlanger, director of sales of American Glanzstoff, have been elected directors of the Rayon Institute.

J. C. Womack has been transferred from chief overhauler at the Aldora Mills, Barnesville, Ga., to a position in the twisting room of the Thomaston Mills, Thomaston, Ga.

L. T. McEntire has resigned as second hand in No. 3 carding at the Gaffney Manufacturing Company, Gaffney, S. C., and accepted a similar position at the High Shoals plant of the Mahville-Jenckes Company, High Shoals, N. C.

M. R. Harden, who for the past 2 years has been assistant superintendent of the Delgado Cotton Mills, Wilmington, N. C., has been promoted to general superintendent. He is a graduate of the Textile School, N. C. State College and for some time was with the Aurora Mills, Burlington, N. C.

These new directors are in addition to those serving at present, namely, Chester C. Bassett, Jr., of The Viscose Co., who is president of the Institute; R. E. T. Haff of Du Pont Rayon Co., inc., vice-president, and W. A. Hart, of E. I. du Pont de Nemours Co., Inc. Miss Katherine I. Day is secretary of Rayon Institute.

### Allis-Chalmers Announces Enlarged Texrope Stock

On account of the increasing demand for immediate shipment of transmission machinery, it has been necessary for the Allis-Chalmers Manufacturing Company, Milwaukee, Wis., to enlarge their stock of Texrope drives up to 50 H.P. In 1927 an announcement was made that Texrope drives from 2 H.P. up to 15 H.P. were being carried in stock ready for immediate shipment. This was received so favorably that at the present time this stock of Texrope drives has been increased to include all the popular motor speeds and ratings up to 50 H.P. with a large choice of driven speeds in a range of ratios from 1:1 up to 7:1.

A catalog has been prepared to make selection of a suitable Texrope drive a simple matter. The manufacture of Texrope drives for stock has brought on quantity production with a consequent reduction in price.

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Now you can get new and improved Bale Ties and Strapping—STANLEY "Eversafe"—Their Round Safety Ends, Round Safety Edges and Smooth Sterilized Japan Finish eliminate all the dangers of cuts, scratches and infections and make them absolutely safe to work with. Workmen have welcomed them everywhere.

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# Brazilian Cotton Textile Industry

**I**N 1928 the Brazilian cotton-manufacturing industry from the standpoint of world position stood in eleventh place as regards number of spindles, tenth as regards cotton consumption and operatives employed, and ninth as regards number of looms, according to an authoritative British trade source, says reports from Vice Consul Rudolf E. Cahn and Assistant Trade Commissioner E. Duval Brown, Rio de Janeiro, and Consul C. R. Cameron and Trade Commissioner M. A. Cremer, Sao Paulo.

## Statistics of the Brazilian Cotton-Manufacturing Industry Summarized

In 1927 Brazil had 357 cotton mills with 2,584,050 spindles and 78,383 looms, according to statistics compiled by the Centro Industrial de Fiacao e Tecelagem de Algodao of Rio de Janeiro, as compared with 329 mills possessing 2,528,611 spindles and 75,631 looms in 1926. Cotton consumption, as reported by the mills, increased from 439,626 bales of 478 pounds each in 1926 to 488,365 in 1927. The number of operatives rose from 124,619 in 1926 to 128,613 in 1927. The production of cotton cloth amounted to 760,122,000 yards in 1927 against 755,572,000 in 1926 and the value of all products declined slightly from 981,082,000 milreis (\$141,668,240) in 1926 to 974,555,000 (\$115,387,312) in 1927. Owing to the drop in milreis exchange from \$0.1444 in 1926 to \$0.1184 in 1927, the dollar equivalent of the value of production shows a comparatively large decrease.

## Location of Brazilian Cotton Mills

From the standpoint of spindles and looms, the State of Sao Paulo ranks first in cotton manufacturing in Brazil. In 1926, the latest year for which detailed statistics by States are available, Sao Paulo led with 814,447 spindles and 24,759 looms, followed by the Federal District with 733,524 spindles and 16,574 looms. Minas Geraes came next with 222,704 spindles and 6,940 looms, while Rio de Janeiro reported 220,724 spindles and 6,941 looms. Other States in which cotton manufacturing had assumed considerable importance were Bahia, Pernambuco, Alagoas, Maranhao, and Sergipe.

The production of cotton textiles in the State of Sao Paulo for 1927 was valued at 420,000,000 milreis (\$49,728,000) and accounted for more than 40 per cent of the entire Brazilian output, according to figures compiled by the Centro dos Industriaes de Fiacao e Tecelagem of Sao Paulo. Complete production figures for other States of Brazil are not yet available for 1927.

## Sao Paulo Cotton Industry Depressed

At present the cotton textile industry of Sao Paulo is experiencing difficulties. Perhaps the chief contributing cause is the overproduction of the lower grades of woven goods. Manufacturers have been giving more attention to finer qualities of cloth, but are finding it extremely hard to compete with similar goods coming from Great Britain. Local production costs are said to be higher than those of mills in Great Britain and the United States. Coastwise transportation charges on raw cotton are high and add materially to the cost of raw cotton. Many of the mill owners lack manufacturing experience and much of the labor employed is unskilled.

## Principal Classes of Cotton Piece Goods Produced and Imported

Although the output of the domestic mills consists chiefly of unbleached cotton goods and other low-count textiles, the quality of local products is gradually im-

proving, and the mills are turning out voiles, cretonnes, zephyrs, etamines, satinets, muslins, cambrics, pique, blankets, towels, napkins, etc.

Brazilian imports of cotton piece goods amounted to 7,236 metric tons (metric ton=2,204.6 pounds) in 1927 against 7,319 in 1926. A canvas of the trade showed that voile, muslin, zephyr, duck, pongee, broadcloth, khaki, warp sateen, organdy, and novelties were among the most important piece-goods imports.

## Weights of Cotton Cloth Imported

About 60 per cent of Brazil's imports of cotton textiles come under the classification "cotton textiles, plain or twilled," according to the Brazilian customs authorities. Approximately 75 per cent of the import of unbleached piece goods under this heading weighs more than 49 grams per square meter (up to 11 square yards per pound) and most of the balance between 40 and 49 grams per meter (from 11 to 13.6 square yards per pound). More than 90 per cent of the bleached goods weighs over 49 grams per square meter (up to 11 square yards per pound) and 80 per cent of the printed goods between 40 and 75 grams per square meter (from 7.2 square yards to 13.6 per pound). Dyed goods account for about 75 per cent of the imports coming under the heading "cotton textiles, plain or twilled," and of the receipts of dyed goods, about 60 per cent weighs over 60 grams per square meter (up to 9 square yards per pound) and 30 per cent between 49 and 60 grams (from 9 to 11 square yards per pound).

The customs authorities further state that 15 per cent of the cotton textiles imported are classed as "textiles, figured, demasked, striped, checked, fancy, open woven, and others not specially mentioned," and of this import more than 80 per cent consist of dyed goods weighing between 40 and 100 grams per square meter (5.4 to 13.6 square yards per pound) and even over 100 grams. Fancy goods weighing between 40 and 100 grams per square meter account for 10 per cent of the imports under this classification.

Of the remainder of the imports of cotton textiles (about 25 per cent of the total) three-fourths are classed as "other textiles unclassified" and about 80 per cent of the import of this class comprises duck, cassinets, beaver, and similar textiles, while an additional 10 per cent consists of cotton velvets, velveteens, bombazine, plush, and velours.

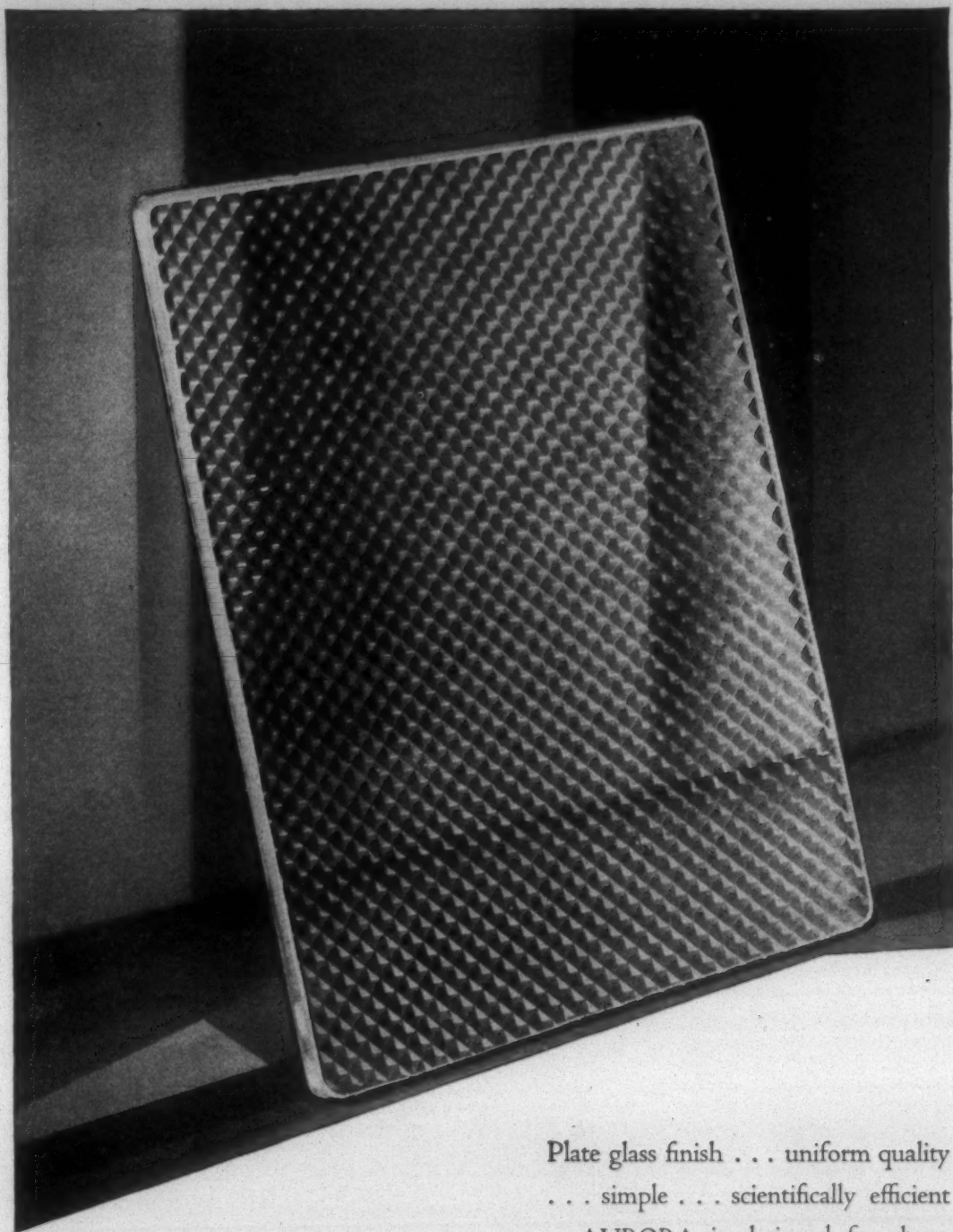
## Principal Sources of Cotton-Cloth Imports

Great Britain is the principal source of Brazilian imports of cotton piece goods, having supplied 5,736 metric tons of the total of 7,236 imported in 1927 while the United States furnished 412 metric tons and France, 483. Official British export statistics show that the United Kingdom shipped 61,016,700 square yards of cotton cloth to Brazil in 1927 as compared with 62,206,400 in 1926. During the first 11 months of 1928 British exports of cotton cloth to Brazil amounted to 49,422,500 square yards as against 56,920,300 for the corresponding period of 1927.

In addition, the United Kingdom exported 11,600,700 square yards of cotton and rayon mixtures to Brazil in the first 11 months of 1928 as against 5,129,000 in the corresponding period of 1927. Of the 1928 shipments 3,795,000 square yards had a rayon content of between 20 and 30 per cent; 3,190,000, between 30 and 40 per cent; and 1,549,000, between 15 and 20 per cent.

United States exports of cotton cloth to Brazil in 1927  
(Continued on Page 27)





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As at least 40 per cent of the print cloth production comes from night operations, the production in excess of demand can be said to be the result of night work and therefore the decline in the price from 9½ to 8½ cents is the direct result of night work.

Manufacturers speak much about cutting down overhead through double time operation, but we wonder how many print cloth manufacturers would be fair enough, even with themselves, to put in one column the saving in overhead as the result of night operations and in another column the loss due to having to accept ½-cent per yard less for the goods produced, and frankly face the comparison.

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There is, however, imperative need of doing something to regulate and control night operation so that it may not through its production continually force the acceptance of lower prices.

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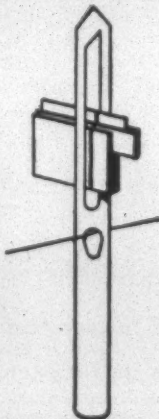
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Largest Landscape Organization in the South

**MILL NEWS ITEMS**

**Greenville, S. C.**—Reports in mill circles here indicate that a number of South Carolina mills may erect a bleachery in or near this city.

**Dallas, Tex.**—The G. and S. Hosiery Mills have been incorporated here by J. F. Sullivan, Jr., 4110 Normandy street.

**Rockwood, Tenn.** — The Rockwood Mills, Inc., have amended their charter to increase the capital stock from \$200,000 to \$400,000. The company operates 250 knitting machines on women's hose.

**Greenville, S. C.**—A textile company now operating in the East has secured options on several hundred acres here and is expected to move its plant to Greenville. No definite announcement regarding the proposition has been made, but is expected soon.

**Laurens, S. C.**—The Laurens Cotton Mills have declared a dividend of 5 per cent on \$1,050,000, totalling \$52,500.

The dividend period of the Watts Mill is in October when a dividend of 3½ per cent semi-annually was paid on the first preferred stock.

**Danville, Va.**—The Character Products Company has been incorporated here by C. H. Deal, of Salisbury and Fred Van Sagenen, of Danville. The company has an authorized capital of \$250,000 and is to manufacture cotton, silk and wool fabrics.

**Winfield, Ala.**—The Winfield plant of the Alabama Mills Company has begun operation and is expected to reach full production within a short time. The plant has 10,000 spindles and 300 looms on three-harness drills.

J. L. Brannon is superintendent of the Winfield and Fayette plants. W. R. Easteridge is assistant superintendent here; J. B. Shannon, cashier; J. L. Moore, overseer carding, spinning and spooling; J. P. McGraw, overseer weaving, slashing, warping and drawing-in, and W. R. May, master mechanic.

**Charlotte, N. C.**—A new full fashioned hosiery mill is to be established here by a company now operating in Philadelphia. It is understood that the investment will eventually reach \$1,500,000.

The first unit of the plant is to have 32 full fashioned machines. It will be located at North Brevard and 28th street.

In announcing the new mill, the Industrial Bureau stated that the name of the company would be withheld for the present.

**Anniston, Ala.**—Chambers of Commerce preparing for erection of plant unit for Lengel Fencil Company, Reading, Pa., at S. Anniston (known as Oxanna), where approximately 11 acres of land has been purchased. The building will be 250x110 feet, one story, brick saw tooth roof, 28,000 square feet floor space. C. F. Duke, architect, is preparing plans and as soon as plans are approved by company will call for bids for construction. Install seamless hosiery machines; manufacture men's silk half hose.



## MILL NEWS ITEMS

**Anderson, S. C.**—It is reported that J. P. Coats Company, Providence, R. I., nationally known thread manufacturers, may establish a plant here.

**High Point, N. C.**—The Superior Hosiery Company, recently organized here, as noted, has plans for installing an initial equipment of 50 knitting machines. V. A. Morris is president of the company.

**Clanton, Ala.**—A formal program will mark the opening here of the \$300,000 textile mill, the 10th unit of the Alabama Mills Company. It was made possible when citizens of Clanton raised \$150,000 for the project. Machinery being installed includes 10,000 spindles.

Frank J. Callen will be director of the Clanton unit and James Forshee, cashier. A. R. Meeks, superintendent, comes to Clanton from Alexander City.

**York, S. C.**—Contract for the building of an addition to the Neely Manufacturing Company plant, 43x144 feet, has been awarded to the Clemmer Contracting Company, of Gastonia, N. C., and it is understood that the contractors will immediately begin work on building the structure. This will give the mill 6,000 square feet additional floor space. Some weeks ago Yorkville citizens subscribed \$25,000 to the stock of the mills.

**Burlington, N. C.**—The new full-fashioned hosiery mill here is to be called the "Tower" Mill. The plant, which is being constructed on Broad street, is in the new organization in which the following local manufacturers are associated: John Shoffner, J. E. Moore and R. A. Maynard. It is capitalized at \$500,000.

The structure will be 62x140 feet, one-story brick of the new type of construction that is generally receiving the approval of hosiery manufacturers throughout the South. Twelve full-fashioned machines will constitute the initial equipment. They have already been bought and will be ready for installation as soon as the building, which will have sufficient size for forty machines, is completed.

**Rock Hill, S. C.**—The campaign to raise \$20,000 by stock subscriptions for purchase of a site and construction of a building to be occupied by a hosiery manufacturing concern is virtually completed.

Lockwood, Greene & Co., has been selected as engineers in charge and already has submitted plans and specifications to various contractors, who submitted bids to the engineers and the local group heading the movement.

While all details of the new enterprise have not been disclosed, an announcement says the annual payroll of the plant for the present would be about \$50,000. The manufacturers have indicated that they plan to enlarge the plan with a subsequent increase in payroll.

The company is well established in the North and has selected Rock Hill for location of a Southern unit. Funds to which local citizens have been asked to subscribe can in no way be regarded as subscriptions to stock in the company but will be emerged in the form of 6 per cent. First mortgage bonds, the proceeds of which will be used for purchase of a site and erection of a building is to be leased for ten years.



**Makers of Leather Belting  
Since 1894**

CHARLOTTE LEATHER BELTING  
stands more punishment — Gives longer  
service at lower belt-mile cost.

**Charlotte Leather Belting Co.**

1894

Charlotte, N. C.

1929

*Makers of a Complete Line of Leather Belting*

# CLINTON STARCHES

FOR ALL TEXTILE PURPOSES

Manufactured by

**CLINTON CORN SYRUP REFINING  
COMPANY**

CLINTON, IOWA

QUALITY

SERVICE

## UNIVERSAL WINDING CO

Boston

### Textile Winding Machinery

Southern Offices

Charlotte, N. C.  
Frederick Jackson  
I. E. Wynne

Atlanta, Ga.  
Jesse W. Stribling  
R. B. Smith

Factory Office: Providence, R. I.

## Southern Mill Dividends

Semi-annual dividend disbursements by representative Southern cotton mills, as compiled by A. M. Law & Co., for the six months ending December 31, follow:

Mill—	Dividend.	Stock.
Alexander Mfg. Co.	3%	450,000†
Altavista Cotton Mills	3½%	250,000‡
American Spinning Co.	4%	325,000‡
American Yarn & Processing Co.	2%	1,539,000†
Aragon-Baldwin Mills	3½%	2,300,000‡
Arcade Cotton Mills	4%	200,000†
Arcadia Mills	5%	200,000†
Arcadia Mills	3½%	800,000‡
Avondale Mills	15%	600,000†
Avondale Mills	4%	250,000‡
Beaumont Mfg. Co.	5%	200,000†
Beaumont Mfg. Co.	3½%	200,000†
Beaumont Mfg. Co.	3%	200,000†
Belton Mills	3½%	1,050,000‡
Bibb Mfg. Co.	1½%	20,000,000†
Bibb Mfg. Co.	3%	5,000,000‡
Brandon Corp.	3%	3,332,200†
Brandon Corp.	3½%	3,500,000‡
Cannon Mills	70c	1,000,000‡
Calhoun Mills	2%	1,500,000†
Calhoun Mills	50%	1,500,000†
Chadwick-Hoskins Co.	5%	3,000,000†
Chesnee Mills	5%	394,900†
China Grove Mills	5%	1,600,000†
Chiquola Mfg. Co.	10%	358,000†
Chiquola Mfg. Co.	10%	358,000†
Clifton Mfg. Co.	4%	2,500,000†
Clinton Cotton Mills	4%	350,000†
Columbus Mfg. Co.	1½%	1,400,000†
D. E. Converse Co.	3½%	1,000,000†
Dallas Mfg. Co.	3%	1,500,000†
Darlington Mfg. Co.	2½%	500,000†
Darlington Mfg. Co.	3½%	500,000‡
Drayton Mills	3½%	350,000‡
Duncan Mills	1½%	875,700‡
Eagle and Phenix Mills	3%	500,000‡
Entwistle Mfg. Co.	2%	320,000†
Exposition Cotton Mills	2%	345,300†
Exposition Cotton Mills	6%	345,300†
Erwin Cotton Mills	1½%	2,000,000†
Gainesville Cotton Mills	4%	490,000†
Georgia-Kincaid Mills	2%	1,200,000†
Georgia-Kincaid Mills	3½%	600,000‡
Glenwood Cotton Mills	1½%	1,200,000†
Gossett Mills	3%	3,788,000†
Grendel Mills	3½%	750,000‡
Hamrick Mills	5%	500,000†
Hannah Pickett Mills	5%	200,000†
Hartsville Cotton Mills	3½%	750,000†
Highland Park Mfg. Co.	3%	1,779,000†
Highland Park Mfg. Co.	3%	348,600‡
Inman Mills	3½%	600,000†
Jackson Mills	4%	345,550†
Judson Mills	1½%	1,800,000‡
Lancaster Cotton Mills	5%	1,600,000†
Laurens Cotton Mills	5%	1,050,000†
Limestone Mills	5%	500,000†
Mansfield Mills	2%	1,100,000†
Martel Mills	1½%	1,150,000‡
Mills' Mill	3½%	1,000,000‡
Mollohon Mfg. Co.	3½%	819,600‡
Monarch Mills	4%	3,000,000†
Monroe Cotton Mills	3½%	114,400‡
Mount Vernon-Woodberry Mills	2½%	11,781,848‡
Newberry Cotton Mills	4%	1,000,000†
Oakland Cotton Mills	2½%	510,000‡
Orr Cotton Mills	4%	800,000†
Orr Cotton Mills	3½%	800,000‡
Pacolet Mfg. Co.	5%	2,000,000†
Pacolet Mfg. Co.	8½%	2,000,000‡
Pelham Mills	4%	200,000‡

Pickens Mills	2%	750,000†
Piedmont Mfg. Co.	4%	1,600,000†
F. W. Poe Mfg. Co.	1½%	1,400,000†
Riverside and Dan River	2½%	7,500,000†
Riverside and Dan River	3%	7,500,000‡
Roanoke Mills Co.	3½%	500,000x
Roanoke Mills Co.	4%	500,000y
Rosemary Mfg. Co.	3½%	963,000‡
Saxon Mills	3%	900,000†
Spartan Mills	4%	2,000,000†
Spartan Mills	10%	2,000,000†
Spencer Corp.	2%	250,000‡
Thomaston Cotton Mills	1½%	3,000,000‡
Victor-Monaghan Co.	1½%	807,400‡
Ware Shoals Mfg. Co.	2%	1,000,000†
West Point Mfg. Co.	2%	7,200,000†
Woodside Cotton Mills	4%	1,763,000†
Woodside Cotton Mills	3½%	2,263,000‡

\*Quarterly. †Extra. ‡Common. §Preferred. ¶7% Preferred. [6% Preferred. xFirst Preferred. ySecond Preferred. zNo Par, Shares Common.

## Consumption of Cotton Declines

Washington, D. C. — The Census Bureau announced that cotton consumed during December totaled 534,352 bales of lint and 59,555 bales of linters, compared with 610,884 bales of lint and 68,569 bales of linters in November and 538,786 bales of lint and 53,758 bales of linters in December last year.

Cotton on December 31 was held as follows:

In consuming establishments 1,740,892 of lint and 1,756,567 bales of linters last November 30 and 1,708,538 of lint and 203,574 of linters on December 31, 1927.

In public storage and at compresses 5,315,411 bales of lint and 65,862 bales of linters, compared with 5,252,843 bales of linters on November 30, and 5,655,574 of lint and 55,634 of linters on December 31, 1927.

Cotton imported during December totalled 39,630 bales compared with 39,213 bales in November last year and 41,211 bales in December a year ago.

Exports totalled 1,058,013 bales, not including linters which numbered 30,240 bales compared with 1,427,699 bales and 23,806 of linters last November and 744,640 bales of lint and 22,574 of linters in December a year ago.

## OBITUARY

E. P. S. Denmark

E. P. S. Denmark, secretary and treasurer of the Strickland Cotton Mills, of Valdosta, Ga., died last week. Mr. Denmark was over 70 years of age, and had been treasurer of the mill ever since its organization in 1900. He is described as the highest type of Southern gentleman, esteemed by all who knew him.

INSPECTING  
SEWING  
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Textile Machinery  
Cloth Room and Packaging Machinery

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DOUBLING  
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WE HAVE BEEN  
MAKING  
HIGH GRADE  
PRODUCTS  
FOR 45 YEARS

MERIT COUNTS

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LAWRENCE, MASS

DAVID M. BROWN, Pres.

for

GEO. G. BROWN, Treas.

"HIGH GRADE"

## BOBBINS—SPOOLS—SHUTTLES

IF YOU HAVE NOT  
USED OUR  
AUTOMATIC LOOM  
SHUTTLES  
YOU SHOULD DO SO  
THERE ARE NONE  
BETTER ON THE  
MARKET

CHARLOTTE, N. C. CHATTANOOGA, TENN. DALLAS, TEX. GASTONIA, N. C. GREENVILLE, S. C. GRIFFIN, GA.



## Brazilian Cotton Textile Industry

(Continued from Page 20)

totaled 6,991,000 square yards, as compared with 4,429,000 in 1926. During the first half of 1928 shipments amounted to only 2,305,000 square yards, of which the following were the most important classes: Miscellaneous printed fabrics, 363,000; unbleached sheetings, 40 inches wide and under, 50,000; bleached goods, 40 inches wide and under, 45,000; and percales and prints, 32 inches wide and narrower, 38,600.

The prospects for increased American competition in Brazil's import trade in cotton cloth lies almost entirely in colored and printed voiles and other well-styled dyed and printed goods. Only the cheaper grades of cotton voiles are imported from the United States. Practically all of the better grades are of British and Swiss origin and are woven from Egyptian-cotton yarns. American voiles must meet the competition of local mills which produce large quantities of printed cotton voiles and in many cases copy the designs of imported goods within three months after such goods appear on the market. It is imperative, therefore, that imported voiles be of the latest designs and colors. The United States probably could compete in cotton voiles with a silk stripe but at present it is not doing much business.

Dyed and printed goods have the largest demand and should always be supplied in the latest designs.

### Brazilian Imports of All Textiles

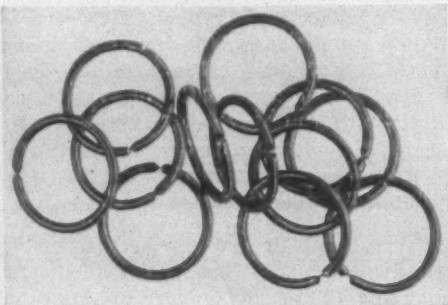
Cotton goods account for about 65 per cent of the value of Brazil's imports of all kinds of textiles, wool

manufactures for 16 per cent, linen for 8, and silk for 4. During 1927 Great Britain furnished \$14,000,000 of a total importation of \$19,000,000 worth of cotton goods into Brazil. For the remainder the United States, France and Switzerland keenly competed and Germany and Italy also obtained a small share of the trade. Wool piece goods come chiefly from Great Britain and France supplies most of the remainder, Germany a small portion, and the United States an insignificant quantity. Silk fabrics are imported principally from France, but Great Britain, Switzerland, and Italy secure a small share of the trade. Linen goods come from Great Britain, France and Belgium.

Rio de Janeiro and Santos (the port of Sao Paulo) are the principal ports of entry for foreign textiles as well as the centers of the textile trade, both in domestic and foreign goods.

### United States Share in Brazilian Textile Trade

Of a total of more than \$25,000,000 worth of all classes of textile imported into Brazil, statistics of that country credit only \$1,433,000, or slightly over 5 per cent, to the United States. Official United States export figures, however, show a total of \$3,708,000 worth of textiles, other than raw cotton, sent to Brazil in 1927. Of this amount cotton manufacturers accounted for \$1,498,000; cotton semimanufactures for \$1,215,000; silk manufactures for \$379,000; absorbent cotton, gauze, and surgical dressings for \$127,000; linoleum for \$71,600; oilcloth, except for floors, for \$65,600; leather cloth and artificial leather for \$63,000; manila cordage for \$59,000; rayon manufactures for \$42,800; and wool manufactures for \$32,000.



## Some Things You Ought to Know About U S Bobbins

**C**ROOKED wavy rings of non-uniform diameter make uniform ring spacing impossible. Without uniform ring spacing, automatic loom bobbins cannot be expected to hold firm and straight in shuttle grips. Poorly tempered rings get loose quickly, often with disastrous results in the shuttle. You know from experience how costly and annoying it is to have any of these things happen.

Why let them retard your production, or cause needless seconds when you can get U S Bobbins that are unexcelled in quality of material and workmanship?

Did you know that U S originated and developed the perfect bobbin ring? That every ring is tempered in electric ovens to an absolutely scientific degree of uniformity and is gauged for straightness?

It costs us more to expand the inner edge of U S base shield or bushing into an internal groove and then prick punch as well, but you will never find our shields or bushings on your spinning spindles or on the floor.

The fact that we filled orders for over fifteen million Automatic Loom Bobbins in 1927, proves one thing—there are plenty of mill men who are convinced that they are getting more for their money when they buy U S Automatic Loom Bobbins.

Check up your old bobbins and order a trial lot.

**U S BOBBIN & SHUTTLE CO.**  
GREENVILLE, S. C.

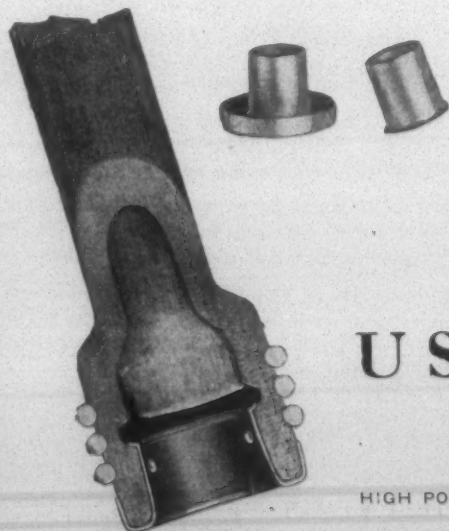
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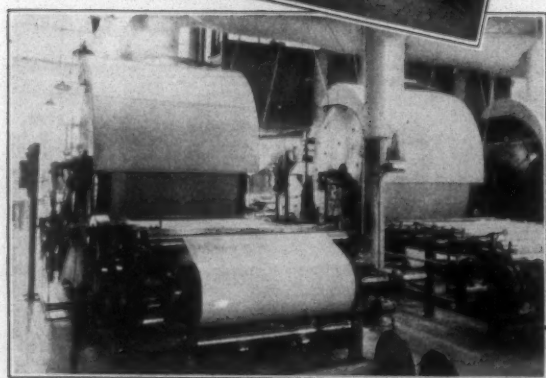
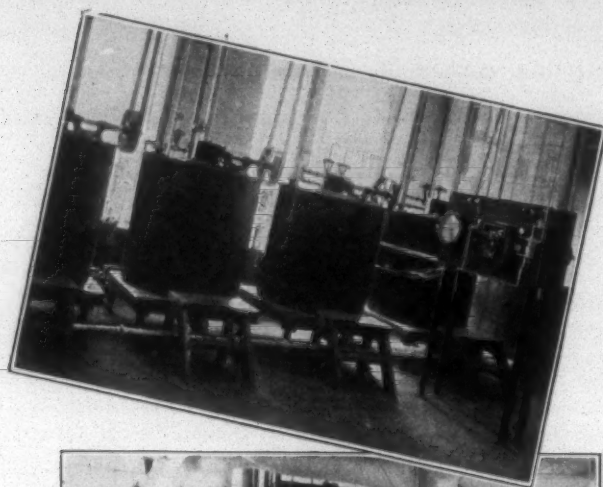
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If you install the Tycos System of Slasher Control under the supervision of our engineers, the Taylor Instrument Companies will guarantee you a decrease in your warp loom stoppages.

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Write today for further information. The sooner the System is installed, the quicker it starts saving you money.

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CANADIAN PLANT TYCOS BUILDING TORONTO  
MANUFACTURING DISTRIBUTORS IN GREAT BRITAIN SHORT & MASON, LTD., LONDON

# Tycos

## Slasher Control System

FOR GUARANTEED RESULTS

### Mr. Clark Is Candid

(Continued from Page 23)

While we do not consider this statement strictly accurate, in that Mr. Clark differentiates to a certain degree between the New England and the Southern manufacturers, and also in charging them with the full responsibility for the price debacle of 1926, it nevertheless contains the germ of truth that should give us cause for reflection. So far as we know, there is no difference between Northern and Southern manufacturers when it comes to the purchase of their raw material—it is human nature to buy as cheaply as the market affords and it is only the rare appreciation of the economic virtue of fair prices that may induce an occasional manufacturer to do otherwise. Nor is it our idea that the cotton manufacturers depressed the price of cotton in 1926. Rather, they took advantage, along with the large spot merchants, of the prevailing hysteria of the growers and their friends who had the impression that the largest crop in the history of cotton would be more than the mills could consume, when as a matter of fact they did consume practically the equivalent of that crop within the twelve months' period. The sacrifice of the crop might have been prevented by the government and the Southern banks and supply merchants; but we do not see that the manufacturers should be held responsible for this particular economic fiasco.

Mr. Clark's stricture is inspired by the following excerpt from Governor Smith's speech of acceptance of the Democratic nomination:

"From 1910 to the present time the farm debt has increased by the striking sum of ten billions of dollars, or from four billion to fourteen billion dollars. The value of farm property between 1920 and 1925 decreased by twenty billions of dollars. This depression made itself in an enormous increase of bank failures in the agricultural districts. In 1927 there were 830 bank failures, with total liabilities of over 270 millions of dollars, almost entirely in the agricultural sections, as against 49 such failures during the last year of President Wilson's administration."

The deduction made by Mr. Clark from the condition set forth by Governor Smith is that if the debt upon the farms in the United States has increased from four billions in 1910 to fourteen billions in 1927, and if the value of the farms has decreased twenty billions since 1920, a serious situation exists among the farmers, and there has been a crippling of their purchasing power which will go a long way in explaining the depression in the textile and other industries. Mr. Clark's comment follows:

"This is not a political issue, as both parties admit the need of some form of relief, and we quote Governor Smith only because he made the situation so clear.

"Mill men have been wondering about the textile depression and their inability to sell goods at a profit and it seems to us that Governor Smith has thrown light upon the question.

"The prosperity of the farmer is not a problem in which he alone is interested because upon his buying power depends to a considerable extent the prosperity of the textile and other industries.

"When farmers have been forced to increase their mortgages by \$10,000,000,000 and when the value of their



farms have decreased \$20,000,000,000 it is manifest that they have lost much of their purchasing power.

"The New England cotton manufacturers and a large portion of those in the South do all in their power to depress the price of cotton and two years ago had it down to 12 cents, which was far below cost of production.

"While we do not wish to see high cotton, we believe that the farmer is entitled to 20 cents and when the price is below that figure, his curtailed buying power reduces the buying of cotton goods and other commodities.

"Had the farmer not been forced to increase their mortgages by the enormous amount mentioned above much of that sum would have gone into the channels of trade and there would have been less idle spindles.

"We do not know the solution of the farmers' problems, but as the prosperity of the industries depends upon finding a solution of same, it is time for business men and manufacturers to put their minds upon solving the problem."

When we advocate that a reasonable price be paid the growers for their product the manufacturers seem to think that we have not sympathy for their own peculiar problems; but as a matter of fact it is our firm conviction that the manufacturer makes a larger profit from cotton that yields a fair return to the producers than from cheap cotton, which is dear in the long run, not merely through the increased buying power of the farmers themselves but through the stimulation of other lines of industry and business. Cotton is second to no other commodity in its influence as a barometer of prosperity, principally for the reason that it provides the surplus cash for a large section of our country that is one of the best customers of the national manufacturer.

Further, no other commodity exerts such a far-flung influence on international trade and the social and economic life of other countries. While it is true that the standards of living in many foreign countries will not permit of the merchandising of goods from the best qualities of American cotton, we believe the influence of the American wage scale and standard of living is gradually permeating the farthestmost corners of the globe and that the price paid the American farmer for his product will have its indirect but no less potent effect on the buying power of all nations. To what extent this may be the effect of actual contacts through commercial penetration or to what extent it may be the psychological or sentimental reaction from trade news and opinion it would be difficult to determine—it is a fact, nevertheless, and no business man should close his eyes to the significance of this vision which is not circumscribed by the narrow confines of his own office or factory.

#### Draper Buys Spartanburg Site

Spartanburg, S. C.—Deeds to two lots near Saxon Mills and the Southern Railway to the Draper Corporation, for a loom supply depot which will be located there, have been filed in the office of the register of mesne conveyances.

One deed was from the Saxon Mills, signed by John A. Law, president, and C. M. Bissel, secretary, and the other was deeded by H. M. and Jesse Cleveland and Welborn Reynolds, trustees. The two lots consist of 31½ acres. No consideration was named.

#### SUPERINTENDENTS AND OVERSEERS

We wish to obtain a complete list of the superintendents and overseers of every cotton mill in the South. Please fill in the enclosed blank and send it to us.

..... 19.....  
 Name of Mill.....  
 .....  
 .....  
 ..... Spinning Spindles ..... Looms  
 ..... Superintendent  
 ..... Carder  
 ..... Spinner  
 ..... Weaver  
 ..... Cloth Room  
 ..... Dyer  
 ..... Master Mechanic  
 Recent changes.....  
 .....  
 .....

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*All Kinds of*

## MILL and OFFICE FORMS

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## Index To Advertisers

Where a — appears opposite a name it indicates that the advertisement does not appear in this issue.

—A—	Page	—L—	Page
Abbott Machine Co.	—	Lambeth Rope Corp.	30
Abington Textile Machinery Works.	—	Lane, W. T. & Bros.	43
Akron Belting Co.	—	Langley, W. H. & Co.	38
Allis-Chalmers Mfg. Co.	—	Lawrence, A. C. Leather Co.	—
American Aniline & Extract Co.	—	Lea, David M. & Co., Inc.	35
American Bobbin Co.	36	Leslie, Evans & Co.	38
American Casablancas Corp.	—	Lestershire Spool & Mfg. Co.	4
American Ganzstoff Corp.	5	Lewis, John D.	—
American Moistening Co.	—	Lincoln Electric Co.	—
American Yarn & Processing Co.	—	Link-Belt Co.	—
Amory, Browne & Co.	38	Lowell Crayon Co.	—
Apco-Mossberg Corp.	—	—M—	
Arabol Mfg. Co.	—	Marston, Jno. P. Co.	—
Armstrong Cork & Insulation Co.	—	Mathieson Alkali Works	—
Arnold, Hoffman & Co.	—	Mauney Steel Co.	—
Ashworth Bros.	—	Meister, C. A. Co.	30
Associated Business Papers, Inc.	—	Mississippi Glass Co.	21
Atlanta Brush Co.	37	Morse Chain Co.	43
—B—		—N—	
Bahnson Co.	—	National Aniline & Chemical Co.	15
Bancroft, Jos. & Sons Co.	—	National Ring Traveler Co.	39
Berber-Colman Co.	39	Neutrasol Chemical Corp.	35
Barber Mfg. Co.	—	Neumann, R. & Co.	34
Bell, Geo. C.	—	Newport Chemical Works, Inc.	—
Bond, Chas. Co.	—	N. Y. & N. J. Lubricant Co.	—
Borne, Scrymser Co.	—	—O—	
Boulogny, R. H., Inc.	—	Oakite Products, Inc.	—
Bradley, A. J. Mfg. Co.	34	—P—	
Brown, David Co.	26	Page Fence & Wire Products Assn.	—
Butterworth, H. W. & Sons Co.	—	Parker, Walter L. Co.	—
—C—		Parks-Cramer Co.	—
Carrier Engineering Corp.	—	Perkins, B. F. & Son, Inc.	—
Catlin & Co.	39	Polk, R. L. & Co.	—
Celanese Corp. of America	—	—R—	
Charlotte Leather Belting Co.	25	Rhyne, Moore & Thies	—
Charlotte Mfg. Co.	2	Roessler & Hasslacher Chemical Co.	—
Clinton Corn Syrup Refining Co.	25	R. I. Warp Stop Equipment Co.	24
Collins Bros. Machine Co.	—	Rice Dobby Chain Co.	35
Commercial Fibre Co. of America, Inc.	—	Robinson, Wm. & Son Co.	—
Cook's Adam Sons	17	Rogers Fibre Co.	—
Corn Products Refining Co.	—	Roy, B. S. & Son	31
Courtney, Dana S. Co.	—	—S—	
Crompton & Knowles Loom Works	—	Saco-Lowell Shops	—
Crump, F. M. & Co.	—	Sandoz Chemical Works, Inc.	31
Curran & Barry	38	Sargent's, C. G. Sons Corp.	44
Curtis & Marple Machine Co.	26	Scott, Henry L. & Co.	—
Cutler-Hammer Mfg. Co.	—	Seydel Chemical Co.	41
—D—		Seydel-Woolley Co.	—
D. & M. Co.	—	Shamow Shuttle Co.	—
Dary King Traveler Co.	34	Slipp Machine Co.	44
Deering, Milliken & Co., Inc.	38	Sirrine, J. E. & Co.	—
Diamond Chain & Mfg. Co.	—	S. K. F. Industries	—
Dixon Lubricating Saddle Co.	39	Slip-Not Belting Co.	—
Draper, E. S.	24	Sonneborn, L. Sons	18
Draper Corp.	1	Sonoco Products	—
Dronsfeld Bros.	—	Southern Ry.	40-41
Duke Power Co.	—	Southern Spindle & Flyer Co.	—
Dunning & Boschert Press Co., Inc.	30	Stafford Co.	—
DuPont de Nemours, E. I. & Co.	—	Stanley Works	19
—E—		Standard Oil Co.	—
Eastwood, Benjamin Co.	—	Steel Heddle Mfg. Co.	32
Eaton, Paul B.	30	Stein, Hall & Co.	—
Eclipse Textile Devices, Inc.	—	Stevens, J. P. & Co., Inc.	38
Economy Baler Co.	—	Stodghill & Co.	36
Emmons Loom Harness Co.	—	Stone, Chas. H.	—
—F—		Sullivan Hardware Co.	42
Fafnir Bearing Co.	—	—T—	
Fales & Jenks Machine Co.	—	Takamine Laboratories, Inc.	43
Ferguson Gear Co.	—	Taylor Instruments Cos.	28
Fidelity Machine Co.	—	Terrell Machine Co.	—
Firth-Smith Co.	—	Texas Co., The	—
Ford, J. B. Co.	44	Textile Finishing Machinery Co.	—
Foster Machine Co.	—	Textile Mill Supply Co.	—
Franklin Process Co.	—	Thies, B., Inc.	—
—G—		Timken Roller Bearing Co.	—
Garland Mfg. Co.	—	Tolhurst Machine Works	—
General Dyestuff Corp.	—	Tripod Paint Co.	24
General Electric Co.	—	Tubize Artificial Silk Co.	—
Georgia Webbing & Tape Co.	—	—U—	
Graton & Knight Co.	—	U S Bobbin & Shuttle Co.	27
Great Northern Hotel	—	U. S. Ring Traveler Co.	35
Greenville Belting Co.	—	Universal Winding Co.	25
—H—		—V—	
Haberland Mfg. Co.	17	Veeder-Root, Inc.	24
Harris, A. W. Oil Co.	43	Victor Ring Traveler Co.	—
Hart Products Corp.	—	Fred'k Victor & Achelis	—
H. & B. American Machine Co.	13	Viscose Co.	6
Houghton, E. F. & Co.	40	Vogel, Joseph A. Co.	—
Howard Bros. Mfg. Co.	2	—W—	
Hunt, Rodney, Machine Co.	30	Washburn Printing Co.	29
Hyatt Roller Bearing Co.	—	Washburn, Inc.	—
—I—		Watts, Ridley & Co.	39
Ideal Machine Shop	34	Wellington, Sears & Co.	38
Iselin-Jefferson Co.	24	Whitin Machine Works	3
—J—		Whitinsville Spinning Ring Co.	2
Jacobs, E. H. Mfg. Co.	—	Williams, J. H. Co.	—
Johnson, Chas. B.	—	Wolf, Jacques & Co.	—
—K—		Wood, T. B. Sons Co.	33
Kaumagraph Co.	—	Woodward, Baldwin & Co.	38
Keever Starch Co.	—	—Z—	
Klipstein, A. & Co.	—	Zagora, J., Machine & Parts Co.	—

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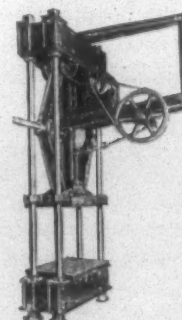
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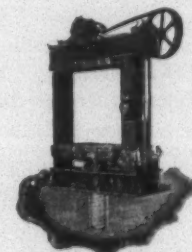
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and samples.

**Lambeth Rope Corporation,**  
Charlotte, N. C.



## Hines Urges Greater Effort in Export Field

(Continued from Page 7)

gaged in this branch of the industry, it is not surprising that we have comparatively few thoroughly trained and capable executives salesmen and agents at present connected with the cotton goods export trade at headquarters and traveling to and located in foreign markets. It is absolutely necessary to have this type of personnel with any important organization or combination formed for the purpose of handling export trade in a more effective and orderly manner."

As a means of effecting the desired concentration Mr. Hines suggests greater resort to joint action by selling agents in developing trade in particular markets or that export corporations or associations be formed.

"There are a few combined selling arrangements now functioning among commission houses," he states, "in most cases, these combinations cover all export markets and one important selling combination of several commission houses is operating to cover the Philippine Island market.

"As a further and more formal step, corporations or associations could be formed under the Webb-Pomerene Act either for the handling of all exports of a particular fabric generally, or for the handling of exports of all kinds of fabric in a given geographical division.

"As much of our export business is done through three hands, viz mill, commission house and independent exporters (converting house exporter), it may be necessary, should any large organizations be formed, to consolidate these factors in order to reduce expenses and to concentrate more effectually the capable export executives, salesmen and agents. Certainly all duplicate or unnecessary cost should be eliminated to broaden our export opportunity."

## Clemson Has Denierometer

Clemson College, S. C.—The Textile School at Clemson College has recently installed a Richard denierometer, a new and very novel instrument for obtaining the denier of all varieties of textile yarns, even in very short lengths.

This instrument is the first of its kind in America, and is the product of the Societe Anonyme des Etablissements Jules Richard, manufacturers of scientific instruments, in Paris. It was developed by the Societe Chimique des Usines du Rhone, an associate of La-Societe pour la Fabrication de la Soie "Rhodiaseta," manufacturers of "Rhodiaseta" brand acetate silk, in order to study the regularity of denier of Rhodiaseta silk, and is, therefore, particularly adapted for use on rayon and true silk.

This instrument is undoubtedly the most rapid, accurate, and convenient at present available for obtaining the denier of short lengths of any type of yarn, and of comparing the denier of each portion of the yarn with every other portion. It is now available in the textile chemistry and dyeing division of the Textile School for demonstration, and those who are interested in this type of work, are invited to inspect the instrument and to bring yarn for trials if they desire.

Within the near future a study will be made of the regularity of some of the commercial rayons and a paper published upon this subject.



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Ask our nearest office for  
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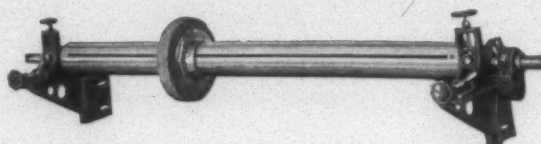
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"SINCE equipping the entire mill with flat steel heddles our production continually runs 100% and over and our 'seconds' do not exceed 2%."

—so writes the  
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of a mill you  
know well for  
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# Flat Steel Heddle

## Price Clearance Plans Suggested

New Bedford, Mass. — Several manufacturers have been holding conferences here and with their New York customers for fine and fancy textiles for the purpose of eliminating the harmful effects on production arising from excessive inter-mill competition on cloths whose price is largely determined by factors other than standard costs of raw materials.

Buyers of these goods are frequently upset in their plans for merchandising their finished lines by finding gray goods offered in the markets, at off prices by mills or others who have learned what goods are being made or who can make them at concessions just large enough to make highly styled fabrics a risk in sale. The volume of the goods wanted or what may be sold profitably is so small anyway in relation to the great yardage wanted of other more staple lines entitles mills to a fair price that will cover initial costs and the full risk of producing a high grade fancy fabric.

### Move Toward Stability

Even after the goods are on the market and promise to run into volume demand, with consumers taking the merchandise freely, it is contended that manufacturers should stand behind their customers in maintaining reasonably stable values to the end that constantly narrowing margins shall be eliminated. Many plans have been suggested for removing or at least circumscribing the evil, and it has been brought out pretty clearly that mill men should take the initiative looking toward correction.

It is well known that the yardage production of very fine textiles is slow because of the fineness of yarns and the care that must be taken in weaving to avoid seconds or minor imperfections. There is enough of this sort of production available for the limited demand for the higher qualities, but nothing is more discouraging to the creators or producers of the goods than to find them unprofitable when consumers like them and buy them.

Plans under consideration include one suggestion that appears to be workable and has merit to the extent that two or three of the most important manufacturers here approve of it. It is stated that some of the converters who specialize in such lines have not only approved of plans that have been outlined to them, but have offered to support the mill men in giving them a fair trial.

### Central Bureau Proposed

It is proposed to establish in New York, or any other active market, a bureau under control of manufacturers here to act as a price clearance house on any goods the mills care to have reported upon regularly. It would be possible for buyers to submit their bids through such an organization that will be made up of mill or mercantile representatives who have a full working knowledge of customers' requirements and mills' abilities to produce what is wanted promptly, and to report promptly on the desirability of the order at the price.

Or, in the case of mills that desire to take some of the business that may be offered by customers, it would be possible for them to make a return of the bid to the clearing house and receive instant confirmation of whether the new price was a cut or whether it was warranted by the known state of the market.

There are several treasurers here who have had a wide experience in New York trading and who have a keenly developed mercantile sense of when to move or to pull out on any offer made. Many of them are quite



willing to meet the ordinary troubles of the markets on any plain goods they make, or any goods that have become staple in the trade. They would not go into a common commission sales agency, as they feel that converters' creative desires would be limited by that policy, but where fine quality merchandise is involved they declare that they are convinced that it looks feasible to work out some such plan with their trade with more than an even chance that converters will support them in the needed way.

#### May Extend Scope.

There is nothing in the idea to prevent application of it to staple or semi-fancy goods that are made here in large yardages if manufacturers care to join in such a plan in a general way.

The point most frequently made in discussing the handling of the merchandising of fine and fancy textiles is the converters complain that they assume the larger part of the risk in the business and ought to be supported by the manufacturers right up to the time the finished goods are moving, whenever that is at all possible. In supporting the converters, it is contended that manufacturers are only taking a wise course for themselves in lessing the price competition among themselves that is constantly narrowing their opportunity for reasonable profit.

Other plans are being talked of but this one appears to have enlisted the most serious consideration and has been commended more generally than those hitherto mentioned.—Journal of Commerce.

#### Cotton Goods Sales Show Gain

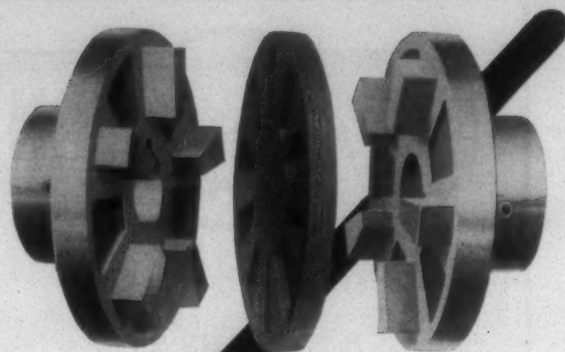
By Hunter Manufacturing & Commission Company

Our sales showed a good gain this week, although we did not full catch up with production. The best showing was made in towels and in fine and fancy goods. In towels we had the best week on record and sold production almost four times over. In the fine and fancy goods we sold 50 per cent in excess of production. Gray goods made a fair showing, but colored goods did not do very much.

Buyers will shortly be arriving in the market in large numbers, and we think that conditions are propitious for a good buying season. We have had our reaction in the cotton market. It is apparently something that has to be looked for about this time of the year. We have prices established on an extremely low basis, and we have but moderate stocks with cutters, jobbers, and manufacturers, and small stocks with retailers. Add to this a very large consumer buying power and it seems hard to visualize anything except good business for the next few months. Many of our friends in the converting trade tell us that their business has been very distinctly better this week.

It looks as if considerable attention would be given to cotton dress fabrics this coming season. Fashion notes give a good deal of attention to dress gingham, as well as to the fine yarn cotton fabrics. Through the Cotton-Textile Institute, more attention is being given to the pushing of cotton fabrics than ever before.

From now on, figures on cotton consumption, cloth production, sales, etc., will make favorable comparison with a year ago. The slump last year first began to show itself in the figures for January, and with the exception of April, every month showed sales under production until August.



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*Absorbs Destructive Strains  
Like a Sponge Absorbs Water*

**W**HEN direct-connecting your motor to its load, the simple precaution of using Wood's Flexible Couplings will save you many dollars in repairs and add years of life to your equipment.

These couplings protect both ends of your equipment—the motor and the machinery it drives by absorbing the destructive vibration set up by the intermittently loaded machinery and the resulting power surges of the motor.

Note the construction of Wood's Flexible Couplings shown above, consisting of two cast iron flanges with lugs cast integral and a multi-ply specially constructed leather disc.

It is this disc that absorbs all the punishment saving your motor and machinery all wear and tear.

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**RESULTS**

Rates: \$3.00 per inch per insertion

**Plated and Floating Stitches in Knitting**

(Continued from Page 14)

the other set makes vertical stripes, squares, or some other figure design.

The patterned parts comprise double loops consisting of embroidery and ground threads, while the plain parts are knitted with the ground thread only. Threads float horizontally at the back of the fabric only at those points where the embroidery is not required on the same or adjoining needles on the return course. Thus, if a half-diamond is developed, followed by a vertical line in the form of a stem, the embroidery thread will be floated over a few needles just where the change takes place. If not knitted-in at each course the threads will float in a vertical direction.

Warp threads are plated over a weft ground by the aid of guides whose function it is to warp the warps round individual needles. This is the principle employed for the production of "check" work on hand and rotary frames where the guides are carried on one or more bars. The guides have a lapping movement, and the bars can be shogged sideways so that successive laps can take place round different needles.

**Plating on Circular Machines**

On automatic circular knitting machines the warp guides are fitted immediately above the needles. In some cases they have a collective sideways movement in addition to a lapping movement, the latter being made effective by raising needles to take the threads, and in other cases a lapping movement only. The most elaborate machines have as many guides as there are needles. Designs are developed by selection of the guides to decide whether they shall lap or not. Each individual warp thread is wound on to a separate bobbin, which is carried above the machine, and where it is not lapped round its needle it lies vertically on the inside of the tube of fabric. Cross-plating is the principle of reverse-plating applied to rib knitting. If threads retain their normal positions, vertical stripes are produced but if the threads are reversed in position after a predetermined number of courses have been knitted, squares, oblongs, and their straight figures can be developed in the two colors. For this purpose it is convenient to employ a broad rib, such as 5 x 4. At intervals of eight courses or so the position of the threads is reversed by manipulation of the guides, with the result that when the fabric is slightly stretched it discloses patterned squares. It should be noted that with the rib-stitch simple figure designs can be developed without manipulation of the guides; stitch by stitch, as is necessary when reverse plating with one set of needles.

By transferring loops and taking needles out of action when plating, with two sets of needles an endless variety of effects can be obtained. Owing to the contraction of rib fabrics, the 1 x 1 rib-stitch, unless distorted, will show only the leading yarn. The second yarn can be made to show by taking some of the plain needles out of action, when the back of the rib loops will be done by hand on flat knitting machines. The loops of needles to be taken out of action are transferred to adjoining needles of the same set when possible, or else to the opposite needles of the other set. When putting needles back into action it is usual to let them start knitting again without previously transferring loops to them, although small holes are thus produced. — Textile Manufacturer.



### Expects Good Year for Rayon

In discussing the general outlook for rayon during the ensuing year, it is important that two definite trends in the industry be recognized, according to Maxwell Moore, vice-president of the DuPont Rayon Company. He says:

"In the first place, there is evidence of a steadily growing demand for yarns of subdued lustre. This has been reflected to a marked degree in the past few months. In our opinion, it points to an even greater acceptance of these yarns on the part of the consuming trades in 1929. As a matter of fact, we have increased as consistently as possible, the production of Du Pont Lolustra in both our plants, feeling that in so doing, we shall be in a position to take care of the forecasted heavy demands for this yarn.

"The trend toward finer filaments will, in our judgment, continue next year. Undoubtedly they have established themselves with the trade. The remarkable and continued success of transparent velvets has had its predicted effect. Started as a strictly style novelty, they have since become standard fabrics. This success has prompted other textile houses to turn to fine filament rayon for the quality values alone.

"From our standpoint, a healthy sales increase is expected for the ensuing year. No major policy changes are contemplated, our whole effort being concentrated on the production of the several types Du Pont yarns to meet the expected heavy demand from the respective consuming trades. Construction of our new plants in Richmond and Waynesboro is progressing satisfactorily. Our estimated increase in production for 1929 of 27 per cent is based on what we consider to be a sound market for good rayon."

### Report on Cloth Production and Sales

Statistical reports on the production and sale of standard cotton cloths during December were made public by the Association of Cotton Textile Merchants of New York. The reports cover a period of four weeks.

Shipments during the month amounted to 276,098,000 yards. This was equivalent to 98.9 per cent of production, which was 279,207,000 yards.

Sales in December amounted to 225,189,000 yards, or 80.7 per cent of production.

Stocks on hand at the end of the month amounted to 391,743,000 yards, an increase of 0.8 per cent as compared with stocks at the beginning of the month.

Unfilled orders on December 31st amounted to 468,861,000 yards, or 9.8 per cent less than they were December 1st.

These statistics on the manufacture and sale of standard cotton cloths are compiled from data supplied by twenty-three groups of manufacturers and selling agents reporting through the Association of Cotton Textile Merchants of New York and the Cotton-Textile Institute, Inc. The reports cover upwards of 300 classifications of standard cotton cloths and represent a large part of the production of these fabrics in the United States.

### Riverside and Dan River Mills Meeting

Stockholders of the Riverside and Dan River Cotton Mills have been called to meet at Danville, Va., at noon January 24. The call is in the usual terms preceding the annual meeting.

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LeaKraft**

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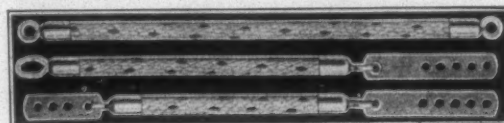
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FOR UNIFORMITY OF TWIST IN PLYS AND CORDS—Use the new "BOWEN PATENTED VERTICAL OFF-SET" Patent No. 1,636,992.

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A dyeing oil for leveling and softening

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For soaking raw silk or rayon, all purposes, self emulsifying

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**Neutrasol Products Corp.**

41 Park Row

New York, N. Y.

## A Little Psychology And A Big Situation

(Continued from Page 9)

ened to beat them into insolvency, a very vampire sucking their life blood, working capital.

"The unromantic cold fact was that they had learned only the mass production portion of the scientific system evolved and perfected by their highly specialized and prosperous neighbors. They realized only after years of waiting for the markets to get uncongested and unsatiated that mass production must be supported by mass buying which, in turn, is dependent upon mass distribution."

Concluding the chapter he states: "The leaders of the present age are not secretive. They tell freely what they know, even though it is one of the most difficult tasks to convey knowledge in a simple and convincing way. Man is undoubtedly a nobler being than at any previous time in history. Co-operation is fast becoming a human characteristic, something natural, not acquired. It is manifestly to the advantage of every citizen of a state that his neighbor should enjoy the highest possible degree of prosperity."

Now the main purpose in writing this article is to try to challenge the attention of the business man to his economic philosophy of life. It is an attempt to drop a brick in the groove in which his mind travels and throw it out, so that new concepts may be formed. It is also an attempt to call at least one specific problem to his mind and drive it into his field of consciousness until satisfaction can be attained only by some action of sane judgment.

Distribution of cotton textiles is the most complex phase of the industry. The average mill man is far

removed from the final consumer. Oft times the commission merchant is far removed. The solution is highly involved and both mills and selling agents must work together in effecting a substantial improvement. It can be done. The weakness in the distribution end is evident to every one. At the present time it seems to be the dam that checks the flow.

I have great confidence in the Mississippi Flood Control Commission of the United States Government. I believe that the torrential floods inundating the great Central Basin of the United States will finally be harnessed and comfort and safety will be accorded all of the inhabitants of the valley. However, it will have to be done by a system of levees and lakes and basins and spillways and many devices known only to high type engineers, such as our country is producing at the present time.

This over-production of cotton textiles is producing a flood of finished products, and is carrying death and destruction in its wake, and it behooves the great economic engineers in production and distribution to devise ways and means whereby safety and happiness may be secured for the people who live in Production Valley.

## The Shrinkage of Cotton Cloth

(Continued from Page 12)

of shrinkage, particularly today, thinks of the collar and the sleeve length.

As practically all shirts and collars are cut with the lengths of the garments running parallel to the warp, it is lengthwise shrinkage with which we are primarily

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Sizing Compound "V"	<b>"The Size That Satisfies"</b>	Emulso Tallow
Contains no Chlorides, no Mineral Salts, and no Mineral Oil.	(Sizing gums and weight- ing gums.      * * * Our prices are right for the quality of products.)	<b>TALLOW WATER</b>
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That's the Reason for Their INVARIABLE Accuracy and True Running**

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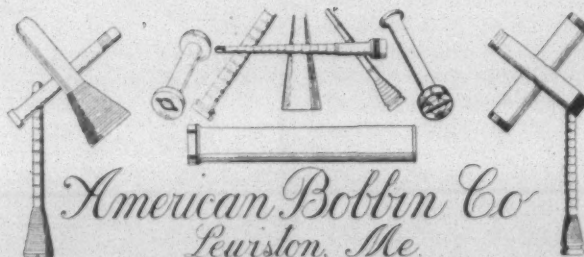
UNDERCLEARER  
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MULTIPLE HOLE  
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WARP  
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FLAX AND JUTE  
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WOOL FILLING  
WOOL WARP  
RAYON

Bobbin and Spool Manufacturers

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concerned. In fact, the ordinary piece of finished cotton fabric used in shirts and collars shrinks very little filling-wise.

It is not my purpose today to go into a technical discussion of why woven cotton cloth shrinks. A great many of the reasons are apparent to all textile men. I do wish to point out, however, that it is a very difficult proposition to produce a non-shrinkable cotton fabric which can be manufactured into articles of wearing apparel with a guarantee that the article so manufactured will not shrink when subjected to the customary methods used in laundries.

There is such a wide variation in laundry methods which are in use that it is easily possible to have a difference of as much as  $1\frac{1}{2}$  inches to the yard in measurement. Take a collar-attached shirt, for instance. We will assume that it has been washed by the standard formula of the L. N. A. in a standard type wash wheel and it is about to be ironed. If the collar is ironed by hand and is appreciably damp, it is possible for the hand ironer to stretch the collar from one-half to three-quarters of an inch. If the collar is ironed on a press, it is very apt to come back to the wearer without any stretching and with a multitude of little, fine wrinkles pressed into the band, which may not be noticeable to the casual observer, but nevertheless have a material tendency in shortening the collar and giving an abnormal shrinkage result.

The adoption of a standard method for testing such shrinkage is, of course, absolutely essential. The adoption of such a standard method in practice is much more difficult.

A survey of the laundry industry made by one of the large laundry machinery houses several years ago disclosed the fact that fully 80 per cent of the washing of the United States is done at home. These figures may not be correct for the present day, but I would venture to say that they are not very far off. Practically all of the ironing done in the home is done with a hand iron.

In the power laundries, both hand and machine methods of ironing are used. If a machine method is adopted as a standard it will undoubtedly give results which will be at variance with hand methods.

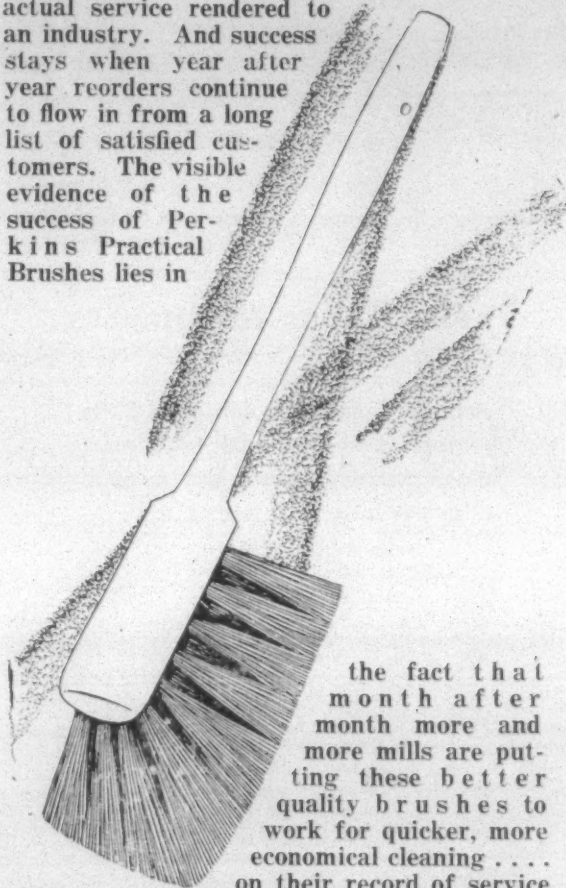
I have presented these few thoughts on the subject to you and I hope that they may provoke some discussion. It is a question which has been given very little consideration by mill men and finishing plants but is a question which must be reckoned with and must be solved if the public continue to demand it.

Sir Chas. Macara

London, Eng.—Sir Charles W. Macara, an internationally known leader in the cotton industry, passed away in his 83d year. Although associated for many years with the firm of Henry Bannerman & Sons, Ltd., of which he was chairman and joint managing director, for more than a quarter of a century he has been an outstanding publicist and preacher of co-operation in the cotton goods trade. In his unselfish activities in promoting the organization of the International Cotton Federation he visited most of the cotton manufacturing centers of the world and had intimate friends in America, on the Continent, in China, India and Japan. He has published several books dealing with various phases of the English and other cotton mill problems and frequently addressed conventions of trade leaders here and abroad.

## In More Mills Every Month

**S**UCCESS comes to a product such as Perkins Practical Brushes, when increased demand comes as a result of actual service rendered to an industry. And success stays when year after year reorders continue to flow in from a long list of satisfied customers. The visible evidence of the success of Perkins Practical Brushes lies in



the fact that month after month more and more mills are putting these better quality brushes to work for quicker, more economical cleaning . . . on their record of service in other textile plants. There is a range of kinds and sizes in Perkins Practical Brushes to fill every known requirement of the modern textile mill. Each one is guaranteed to deliver perfect satisfaction. Write today for illustrated folders and price lists.

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## COTTON GOODS

New York.—The cotton goods markets were generally quiet during the week. More interest developed at the close and there are many indications of much more active buying developing soon. Prices on unfinished lines showed more firmness after the better trend in the cotton market.

In the print cloth section certain mills were firm and declined a substantial business on 8.20-yard double cuts at even money, but the business was satisfied first hand elsewhere. Shade cloth buyers showed interest in this construction, however, and bought some moderate commitments at 5 3-16c, which was 1-16s above the fondest expectations of mills for the week. On 60x48s 6 9-16c was beginning to look a little more like the market, although there were still first hands who would do 6 1/2c. Bale lots sold at better prices. Other print cloths were, however, quiet and unchanged in price with only light spot and nearby lots moving.

In sheetings sales of 36-inch, 40x40, 6.15 yard were made at 5 1/2 cents net; there was some business in 36-inch, 48x40, 5.50 yard at 6 cents net, first hands; for 37-inch, 48x48, 4.00 yard, 8 1/4 cents net to three-eighths quoted; 8 1/4 to seven-eighths for the 36-inch, 56x60, 4.00 yard; 11 1/4 to three-eighths net for the 40-inch, 48-48, 2.85 yard; 8 1/2 to five-eighths net for the 40-inch, 48x44, 3.75 yard; 7 cents net for the 40-inch 44x44, 5.00 yard; 6 1/4 net for the 40-inch, 44x44, 5.50, and 6 1/2 to three-quarters net for the 40-inch, 44x40, 5.50 yard.

The fine and fancy cloth market experienced considerable inquiry, but no very heavy coverage. There were some promising inquiries for combed broadcloths emanating from the shirting trade, and in silk and cotton mixtures brokers had amassed a considerable amount of small orders and were bidding on a fair aggregate yardage of plain cantons.

Cotton goods prices were quoted as follows:

Print cloths, 28-inch, 64x60s	6 1/4
Print cloths, 27-inch, 64x60s	5 1/2
Gray goods, 38 1/2-inch, 64x60s	7 1/2
Gray goods, 39-inch, 68x72s	8 1/2
Gray goods, 39-inch, 80x80s	10 1/2
Dress gingham	12 1/2a15
Brown sheetings, 3-yard	11 1/2
Brown sheetings, 4-yard, 56x60s	9 1/2
Brown sheetings, standard	12 1/2
Tickings, 8-ounce	21 1/2a23
Denims	17 1/2

### Constructive Selling Agents for Southern Cotton Mills

### J. P. STEVENS & CO., Inc.

23 Thomas Street  
New York City



## YARN MARKET

Philadelphia, Pa.—The yarn market, after another week of very quiet trading, failed to show any important change. In general, prices held in spite of the small buying and the drop in cotton. Many mills made no change in their quotations, while some others were quoting slightly easier prices. With better trend in the cotton market and an increase in demand late last week, prices were again in a firm basis.

There is a general sentiment here that trading is going to be much more active by the end of the month. Inquiry was considerably better as the week closed. Mills that could make prompt deliveries got the most of the business. A few fairly large orders for delivery in February and March were reported. Prices showed considerable irregularity on some numbers, this being apparently due to the fact that some mills, able to make early deliveries, were willing to sell at slightly lower prices than mills that have several weeks business on hand.

Most spinners have enough business booked to ignore bids considered a bit too low, their impression being that so long as they are not in urgent need of additional business it is advisable to make time on inquiries until the raw material market shows the anticipated strengthening.

Spinners and many dealers continue bullish and look for advances in the raw material of one to three cents a pound.

Southern Single Warps.		Southern Two-Ply Combed Peeler.	
8s	32½	8s	43
10s	33	20s	45
12s	33½	30s	47
14s	34	38s	47
16s	34½	38s	52
20s	36½	40s	52
24s	38	50s	56
30s	40½	60s	60
30s	40½	70s	72
40s	49	80s	83
Southern Single Skeins.		Carpet and Upholstery Yarns in Skeins.	
10s	32½	8s to 9s 3-4-ply tinged tubes	30½
12s	32½	8s 3-ply hard white warp twist	32
14s	33½	10s and 12s 3 and 4-ply hard white yarn tubes and skeins	33
16s	34½	Same warps	33½
22s	36½	Southern Two-Ply Hard Twist Combed Peeler Weaving Yarns.	
24s	37½	8s-12s	44
26s	38½	20s	46
30s	39½	30s	50
40s	46	36s	53
Southern Two-Ply Skeins.		38s	56
4s-8s	33	40s	55
10s	33½	50s	58
12s	34	60s	63
14s	34½	70s	75
16s	35	80s	85
20s	37	Southern Combed Peeler Single Yarn on Cones.	
24s	38½	10s	41
26s	39	12s	41½
30s	41	14s	42
40s	48	16s	42½
50s	48	22s	44
60s	55	24s	46
Southern Frame Spun Carded Yarn on Cones—Cotton Hosiery Yarns.		26s	46½
8s	31½	28s	47
10s	32	38s	51
12s	32½	40s	52
14s	33	50s	57
16s	33	60s	62
18s	34	70s	72
20s	34½	Southern Two-Ply Warps.	
22s	35½	8s	33
24s	36½	14s	34½
26s	37½	24s	39½
30s	39½	Two-Ply Mercerized Yarn.	
40s	47	20s	60
Two-Ply Mercerized Yarn.		26s	62
20s	60	50s	75
26s	62	60s	83
50s	75	80s	1.07
60s	83	90s	1.45

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Bristol, R. I.

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# CLASSIFIED ADS.

## Wanted—Loom Fixers

- 1—Draper Terry Loom Fixer.
- 1—Crompton & Knowles Terry Loom Fixer.
- 1—Crompton & Knowles Box Loom Fixer.

Apply W. R. C.  
Care Southern Textile Bulletin.

## Bargains in Machinery and Supplies

- 4—Saco-Lowell Twisters, tape drive, used 5 years, 2" or 2½" rings, 208 spindles each.
- 3—Lowell Twisters, same as above, tape drive, \$2.00 per spindle.
- 4—Saco-Lowell Speeders, 7x3½, 1914, 152 spindles each, \$2.25 per spindle.
- 16—Saco-Lowell Speeders, 8x3½, 160 spindles each, 1919 model, used one year.
- 5—Saco-Lowell Intermediates, 10x5, 96 spindles.
- 2—Saco-Lowell Slubbers, 72 spindles each, 11x5½.
- 1—Saco-Lowell, 80 spindles, 11x5½, \$450.00.
- 12—Boyce Weaver Knotters, both A and B type, \$25.00 each, used only short time.
- 4—7x3½ Woonsocket Speeders, chain drive, serial above 12,000, 136 spindles each, \$4.50 per spindle.
- 6—7x3½ Woonsocket Speeders, chain drive, serial above 13,300, 1922 model, \$4.50.
- 4—12x6 Saco-Lowell Slubbers, 68 spindles each, 1922 model, spiral drive.

Other machinery and make about the same age.

Write us for quotations, machine shop tools and wood working machinery; guaranteed motors.

Charlotte Textile Machinery Co.  
Phone Hemlock 8014-W  
Charlotte, N. C.

## Position Wanted

I have had 15 years' experience in cotton mill accounting and auditing. I want a position as auditor, cost accountant or other responsible office position. I have had three years' practical inside mill experience. Address Auditor, 1298 Lanier Boulevard, N. E., Atlanta, Ga.

## Help Wanted

We would like to get in touch with an all round roller coverer. Address F. D. T., care Southern Textile Bulletin.

## For Sale

Will lease 5,300 spindle mill, built in 1921, manufacturing single and ply yarns 6s to 16s, Foster, Universal winders, ball warper, reels. Located in western North Carolina. For further particulars, write to C. Y., care Southern Textile Bulletin.

## Wanted

Additional specialty lines for cotton mills in N. C., S. C., Ga., and Ala., by mill concern acquainted with mills for many years. Traveling these States constantly. Address B. P. M., care Southern Textile Bulletin.

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## Used Motors

We can offer any size motor, voltage or phase that you desire. Our motors guaranteed six months and shipped open account thirty days net. What electrical equipment do you need?

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## Wanted

To buy 4 frames, 4 or 4½" ring twist-ers. Must be cheap and in good condition. Arnall Mills, Sargent, Ga.

## Experienced Sizing and Finishing Salesman Available

Have been selling to Southern textile mills for 20 years. 10 years with one house. Experienced on dyestuffs and chemicals of all kinds. Best of references as to character and ability. Prefer salary and commission basis. Address Chemicals care Southern Textile Bulletin.

## Wanted

Man to staple and grade cotton for a 20,000 spindle mill and to do the shipping. If you do not know cotton grades and staples don't answer. Good salary and good living conditions for the man we want. Address E. J., care Southern Textile Bulletin.

## Wanted

Experienced second hand picker room. Address "Picker," care Southern Textile Bulletin.

## Used Machinery at Bargain Prices

- 1 Saco-Lowell Breaker and Picker, 1919 Model.
- 1 Saco-Lowell Opener and Feeder, single 2-blade, 1919 Model.
- 7 H. & B. Breaker Pickers, single, 40" A.F. 10" apron, 1917 Model. Individual motor driven, 7½ H. P., G. E. Motor.
- 5 H. & B. Intermediate Pickers, single 40", 1917 Model. Motor driven, 5 H. P., G. E. motor.
- 5 H. & B. Finisher Pickers, single, 40" individual motor driven, 5 H. P., G. E. motors.
- 109 40" H. & B. American Cards, 10" or 12" collers, 1902 model.
- 79 40" Whittin Cards, 10" or 12" collers, 1913 model.
- 13 40" Whittin Cards, 10" or 12" collers, 1917 model.
- 98 H. & B. Spinning Frames, 288 spindles each, 3" gauge. Tape driven, 1918 model.
- 7 H. & B. Spinning Frames, 288 spindles each, 3" gauge. Tape driven, 1920 model.

JAS. A. WALKER,  
Textile Machinery,  
P. O. Box 391,  
Charlotte, N. C.

## Wholesale Dry Goods Institute Meeting

Announcements of the Second Annual Convention of the Wholesale Dry Goods Institute, which is to be held at the Hotel Pennsylvania, New York, Tuesday and Wednesday, January 22 and 23, now in the hands of the wholesalers, give a partial outline of the program for the two days and indicate an exceptionally interesting gathering.

This is not to be merely another convention, the institutes states. Its speakers have not been selected to furnish statistical soothing syrup. The convention will have messages of direct bearing on the wholesale trade, including important recommendations on trade practices, relations with retailers, mill selling policies and wholesale merchandising methods.

The special standing committees of the institute will meet on Monday, January 21, and on the following two days will report to the convention. Registration will take place Tuesday morning from 9 to 11. Official cards will be furnished and at 10 a. m. the convention will be called to order by S. M. Bond, the president. The morning's events will include also the report of Director General Alvin E. Dodd on the institute's accomplishments at 10:30 o'clock, and remarks by J. W. Millard, business specialist of the Department of Commerce, giving the first findings of the Government in its analysis of a typical wholesale establishment.

Tuesday afternoon directors will be elected, and after the committee reports Wednesday morning the president and vice-president will be chosen. E. M. West, member of the market research conference of the Department of Commerce, will talk on "The New Wholesaling" at 2:15 o'clock. Tuesday evening at 7 the annual banquet will take place with Hon. Christie Bennett, ex-Senator from South Carolina, speaking. A quartet and orchestra will entertain.

Wednesday afternoon J. Frank Grimes, founder and president of the Independent Grocers' Alliance, will address the convention on "What the Wholesaler Can and Should Do for the Retailer," and in the evening at 6:30 Theodore H. Price, editor, publisher and former cotton operator, will talk at a dinner and smoker on "The Business Outlook and Economic Trends."

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## Asheville Agreement With Enka Detailed

Asheville, N. C.—The co-operative agreement entered into by the board of commissioners of the City of Asheville and the American Enka Corporation when that company was induced to locate in Asheville is as follows:

"First, that the City of Asheville hereby accepts for the present and for the future all the consequences resulting from any offensive or obnoxious fumes or smells emanating from the plant or property of said corporation, its successors, subsidiaries or assigns, as well as the consequences resulting from the affluent and all substances contained therein being emptied into Hominy Creek.

"Second, that the City of Asheville at all times use its best efforts to prevent pay claims, demands, actions, or suits at law, against the said American Enka Corporation, its successors, subsidiaries or assigns on account of any offensive or obnoxious fumes or smells emanating from the plant, works or property of said corporation, its successors, subsidiaries or assigns, as well as from all claims, demands, actions, causes of action and suits at law in consequence of or resulting from the affluent and any substance contained therein being emptied into Hominy Creek. If such claims, demands, etc., should be presented at any time the City of Asheville will use its best efforts to bring about an amicable adjustment thereof.

"Third, that if it becomes necessary or advisable, or if for any cause the County of Buncombe shall decide and determine to construct and maintain a sufficient sewer system to the satisfaction of the American Enka Corporation, its successors, subsidiaries or assigns to convey such affluent from said plant to the French Broad River, that the City of Asheville will in any way co-operate with the County of Buncombe in the construction and maintenance thereof.

"Fourth, that the City of Asheville and its commissioners will provide a supply of 5,000,000 gallons of water per day for the factory, to be used at option of the American Enka Corporation at the following rates: 5,000,000 gallons or less per month at 12 cents per 1,000 gallons. More than 5,000,000 gallons per month and less than 10,000,000 gallons, 1 cent per 1,000 gallons. More than 10,000,000 gallons per month and less than 20,000,000, 9 cents per 1,000 gallons. More than 20,000,000 gallons and less than 100,000,000 gallons per month, 8 cents per 1,000 gallons.

## Better Demand for Rayon

With users of rayon yarn coming into the market during the past week seeking to place orders to cover their needs for the next six months, the outlook for the rayon industry during the coming year is decidedly optimistic, according to Gerrit Duys, sales manager of Tubize Artificia Silk Co.

Continued improvement in the quality of their yarns by all companies and the many uses to which rayon is being put are reasons given by Mr. Duys for the growing demand. Stocks of yarns in the hands of users are now at a low level, he believes.

A feeling of confidence that prices will be maintained at their present level has replaced the uneasiness which seemed to be present among yarn buyers several weeks ago, according to Mr. Duys. He also reported increasing interest in the finer counts of yarns. His own company already has orders on its books for delivery during the next summer.

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**TWO-DAY LIMIT** round trip tickets on sale daily at **ONE and ONE-THIRD (1 1/3) FARES** for the round trip between all points within a radius of 150 miles.

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Blacksburg, S. C.	1.67	2.25	2.55
Chester, S. C.	1.60	2.15	2.40
Columbia, S. C.	3.90	5.20	5.85
Danville, Va.	5.12	6.85	7.70
Gastonia, N. C.	.78	1.05	1.20
Greenville, S. C.	3.84	5.15	5.80
Greensboro, N. C.	3.38	4.55	5.10
High Point, N. C.	2.84	3.80	4.30
Hickory, N. C.	2.74	3.70	4.15
Mooreville, N. C.	1.02	1.40	1.55
Rock Hill, S. C.	.90	1.20	1.35
Salisbury, N. C.	1.59	2.15	2.40
Seneca, S. C.	5.22	7.00	7.85
Shelby, N. C.	1.91	2.55	2.90
Spartanburg, S. C.	2.70	3.60	4.05
Statesville, N. C.	1.59	2.15	2.40
Winston-Salem, N. C.	3.00	4.00	4.50

To all other stations within 150 miles from Charlotte, on the same basis.

Also 10-trip, 20-trip and 30-trip low fare tickets, between stations 200 miles apart, good 6 months.

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Hubbard, Texas      Griffin, Ga.      Greenville, S. C.  
I. G. Moore      W. T. Osteen      W. W. Greer

## EMPLOYMENT BUREAU

The fee for joining our employment bureau for three months is \$2.00 which will also cover the cost of carrying a small advertisement for two weeks.

If the applicant is a subscriber to the Southern Textile Bulletin and his subscription is paid up to the date of his joining the employment bureau the above fee is only \$1.00.

During the three month's membership we send the applicant notices of all vacancies in the position which he desires and carry small advertisements for two weeks.

WANT position as music instructor. 20 years experience; bands, orchestras, bugle corps. Harmonica bands, adult and juvenile. Wife also musician. Let us start a musical organization in your mill town. No. 5554.

WANT position as office man or shipping clerk. Age 21. Two years in college. Graduate Southern Business University. Know bookkeeping, also shipping. No. 5555.

WANT position as electrician or master mechanic—or both. Experienced in some of the largest plants in the South. Best of references. No. 5556.

WANT position as overseer carder or spinner. Experienced and well qualified. Best references. No. 5557.

WANT position as overseer winding or winding and twisting. Can give satisfaction. References. No. 5558.

WANT position as overseer carding. Would like place in N. C., but will go anywhere. Now employed but wish to change. Best of references. No. 5559.

WANT position as superintendent, or overseer carding or spinning or both. Capable, efficient and experienced. No. 5560.

WANT position as overseer spinning, or as second hand in large mill. Can give satisfaction. (From this man's letter we judge him to be well educated.) No. 5561.

WANT day position as overseer weaving. Now employed at night. Can give best of references and satisfaction. No. 5562.

WANT position as overseer weaving. Any kind of weaves, white, colored or fancies, up to 24 harness. Good references. No. 5563.

WANT position as overseer carding or spinning, or both. Overseer carding, spinning, spooling and warping for six years. Experienced in hosiery and weave yarns. All around mill man and expert overhauler. No. 5564.

WANT position as overseer, weaving, plain or fancy. Would accept position as second hand in a large room in Southern mill. Best of references. No. 5565.

WANT position as overseer spinning, or spinning, twisting, warping and winding. Good references. No. 5566.

WANT position as overseer carding, or carding and spinning. Experienced and practical. Will go anywhere. No. 5567.

WANT position as superintendent, or as overseer carding and spinning. Now employed, don't have to move, but need and want bigger job. Best references. No. 5568.

WANT position as overseer and designer, plain or dobby work. Was two years at Cascade Mills, Mooresville, N. C., and two years with Union Mills, Union, S. C. References—those for whom I've work. No. 5569.

WANT position as superintendent, or assistant superintendent. Age 28. Graduate N. C. State College. Several years experience—two years superintendent of two mills on dobby work and fine yarns. Best of references. No. 5570.

WANT position as overseer weaving, or as second hand in large mill. 10 years experience on sail duck; I. C. S. course on cotton manufacturing, yarn and cloth calculations—dobbies, leno weaves, etc. Will make good. No. 5571.

WANT position as superintendent, or as overseer carding or spinning, or both. 15 years experience. Best references. No. 5572.

WANT position as overseer weaving. Experienced and can give satisfaction. No. 5573.

WANT position as superintendent or as carder and spinner. In mill to ten to fifteen thousand spindles. Age 32. Now employed but wish to change. Prefer North Carolina. No. 5574.

WANT position as superintendent or as overseer carding and spinning. Age 37; 13 years a overseer with one company. Married. All I ask is a opportunity to demonstrate my ability. A-1 references. No. 5575.

WANT position as overseer carding or spinning, or both; want day work. Age 35. Three years in Georgia Tech. and an I. C. S. graduate. Five years experience as overseer. Anywhere in the South. No. 5576.

WANT position as superintendent, fancy weave mill. Expert on Oriental and Axminster rug weaving. 20 years with one company. No. 5577.

WANT position as overseer carding, or as second hand in large mill in good location. On present job six years. Good references. No. 5578.

WANT position where merit wins. General office work, payroll or shipping clerk or assistant superintendent. Age 26, experienced and efficient. Present employers will recommend me. No. 5579.

WANT place as musician in up-to-date mill village. 12 years as band instructor. Am a good weaver and a good barber. Prefer the South. Good references. No. 5580.

WANT position as superintendent, or as carder or spinner, or both carder and spinner in smaller mill. I. C. S. graduate. 22 years experience, serving long term at every place, and making high production. No. 5581.

WANT position as hosiery sewing machine man. Experienced, well qualified and best references. No. 5582.

WANT position as overseer carding. Best of references. No. 5583.

WANT position as superintendent, or as weaver, carder or spinner in large mill. Now superintendent two small mills. Well experienced and can handle yarn or weave mill of plain goods. No. 5584.

WANT position as assistant superintendent, cost and general mill man, or designer. Clemson College graduate, two years experience as cost and general mill man. Best references. No. 5585.

### Gaffney Mills Pay By Check

Spartanburg, S. C.—Since the attempted hold-up in Spartanburg that cost the life of Earl Belue, pay roll clerk of Drayton Mills, the textile plants of Gaffney, S. C., have adopted a check system for paying employes. This check system was generally in use years ago, and a mill executive says it was changed several years ago when mill officials learned that merchants were discounting the pay roll checks, in some cases as much as 20 per cent.

Heretofore the Gaffney Manufacturing Company has been handling approximately \$10,000 per week in cash, and the Hamrick chain of mill's even a larger amount weekly.

### General Electric Appoints Two Managers

H. L. R. Emmet has been appointed manager of the Erie, Pa., works of the General Electric Company, and J. E. Brobst has been named manager of the Bloomfield, N. J., plant of the same company, succeeding Matthew Griswold at Erie and C. D. Knight at Bloomfield, both of whom retired from active service on January 1 because of ill health.

Mr. Emmet has been with the General Electric Company since 1912, and has been production manager of the Schenectady works since 1922.

Mr. Brobst has been with the company since 1903, and since 1920 has been engineer of the industrial control engineering department at Schenectady. He will continue to act in the capacity of engineer of the industrial control department, having general supervision over the engineering departments at both Schenectady and Bloomfield.

### General Electric Orders

Schenectady, N. Y.—Orders received by the General Electric Company during the year 1928 amounted to \$348,848,512 compared with \$309,748,623 for 1927, an increase of 13 per cent, President Gerard Swope announced.

The orders for the December quarter amounted to \$88,162,049 compared with \$76,708,532 for the last quarter of 1927, an increase of 15 per cent.

**Sullivan Hardware Co.**  
Anderson, S. C.  
**Mill Supplies**

All Orders Given Prompt and Careful Attention



Do you want to  
**SAVE Labor,  
Freight and Time  
in DESIZING?**



Then USE

## POLYZIME "P"

1. Because 1 lb. of Polyzime "P" equals 80 lbs. of liquid, reducing freight and storage space. 6 lbs. of Polyzime "P" does the work of a heavy barrel of liquid weighing about 600 lbs.
2. Because being a dry, clean powder, it is stable indefinitely—always giving uniform results.
3. Because Polyzime "P" softens and spreads the motes, and stops spotty dyeing.
4. Because it will give the "feel" and evenness in dyeing you desire.

We invite your inquiries on different problems relating to the removal of any kind of sizing from your materials.

*Takamine Laboratory, Inc.*

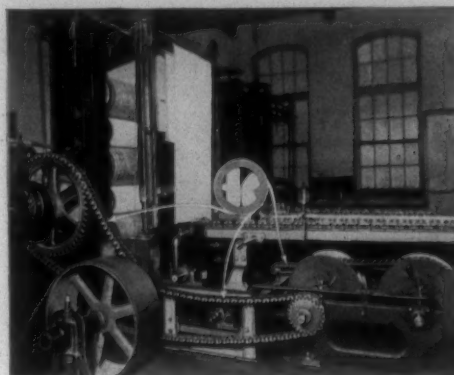
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15 and 25 H. P. Morse Silent Chain Textile Drives  
from counter shaft to rolls, also from counter-  
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Selecting the *right* drive for your power transmission is an engineering problem and its successful solution will repay you in power dividends. Morse Textile Drives to exactly meet the requirements of the textile industry.

For more efficient and de-

pendable power transmission, standardize on Morse Textile Drives. They are 98.6% efficient and have the advantages of belt flexibility and the positive speed ratios of gears. Let us show you how other mills are using Morse Drives to advantage.

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TRADE MARK—REG. U. S. PAT. OFF.

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**W**E have done business in the South for  
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**40 YEARS**

**D**URING that time, HARRIS OILS have  
won a reputation for uniform high  
quality.

**I**F you want LUBRICATION ECONOMY,  
write us today and let us tell you why it  
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FIG. 20  
Oblong Basket

## LANE

Patent Steel Frame

Canvas Mill Baskets

Have for many years served America's  
Textile Industry throughout its wide  
and diversified Field.

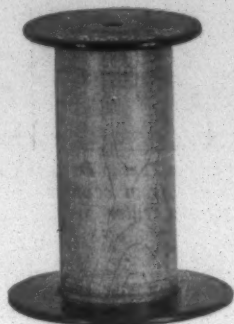
It is the Hard Job that brings out their  
real worth.

## W. T. Lane & Brothers

Originators and Manufacturers of  
Canvas Baskets for 25 years  
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## Wind your RAYON on SIPP SKEIN WINDERS

**Winds Cone Shaped Spools and Straight Spools**  
**With Cone Shaped Spool, yarn is drawn over small end of Spool**



Empty Spool

### OTHER FEATURES.

1. Has the advantage of holding more yarn than any other spool of equal length.
2. This increased amount of yarn is a great advantage in both skein winding and making filling bobbins, as it saves changing bobbins and lessens the number of knots.
3. The lower head is much larger than the top head and silk will draw off over the top head to end of yarn.
4. Barrel of spool is straight, but finished package is cone shape.

MADE VARIOUS SIZES

WRITE FOR CIRCULAR



Full Spool

**Also Rayon Warpers (heavy type) various sizes**

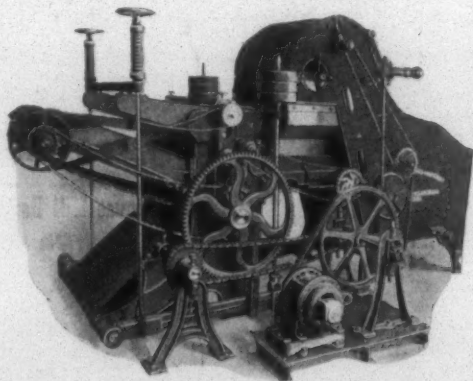
*Southern Agent*

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**The Sipp Machine Company**

**Paterson, N. J.**



### Continuous Automatic Extractor

This apparatus consists of a ruggedly mounted pair of 12" diameter compound lever weighted squeeze rolls, with adjustable feed and doffer aprons, to which bleach or dye liquor saturated cotton or wool is continuously delivered by an Automatic Feed and by which the maximum percentage of such contained liquid is squeezed from the fibres and runs to waste or is recovered as the situation demands.

Why not employ this modern Extractor in your dyehouse?

**C. G. SARGENT'S SONS CORP.**  
**Graniteville, Mass.**

*Builders of Cotton Stock Drying Machines  
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### SOMETHING NEW

New designs, new fabrics, and new processes are bound to come in 1929.

Also new methods with the use of the camera and microscope will be more largely used to reveal the intimate details of fabric structure and strength.

This growing use of the microscope also reveals the thoroughly efficient and harmless treatment which the

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**Textile Alkalies**

achieve in textile operation.

Straight, firm fibres of unimpaired tensile strength spin better, weave firmer, and insure better penetration of dyes.

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